



messe frankfurt



The sustainability metatrend.

Hello,

Awareness of resource conservation and the environmental footprint of products has risen immensely over the past years. Sustainability is taking hold everywhere, including at the Messe Frankfurt consumer goods fairs, which will run concurrently for the first time in 2023 with Ambiente and Christmasworld taking place from 3 to 7 February and Creativeworld from 4 to 7 February.

Learn more about how the key issue of sustainability is being implemented in the market and what impact this has on product lifecycles. Check out the products manufactured by big-name companies in line with environmentally and socially responsible criteria. Put together a product mix that meets customer demands for natural materials, recyclability and durability.

Don't miss out on Frankfurt!

The Consumer Goods Fairs Team

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Initiatives and Projects ↘

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Sustainability meets Design ↘

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Your Ethical Style guide.

Natural materials, recyclable materials and innovative designs – the Ethical Style Spots showcase sustainably made exhibitor products at all three fairs and give insights into the wide range of merchandise that meets environmental and ethical requirements. From 5.10.2022, you can find relevant exhibitors via the Special Interest online exhibitor search facility for the individual fairs: [Ethical Style by Ambiente](#), [Ethical Style by Christmasworld](#), [Ethical Style by Creativeworld](#). The stands of relevant exhibitors are labelled accordingly.

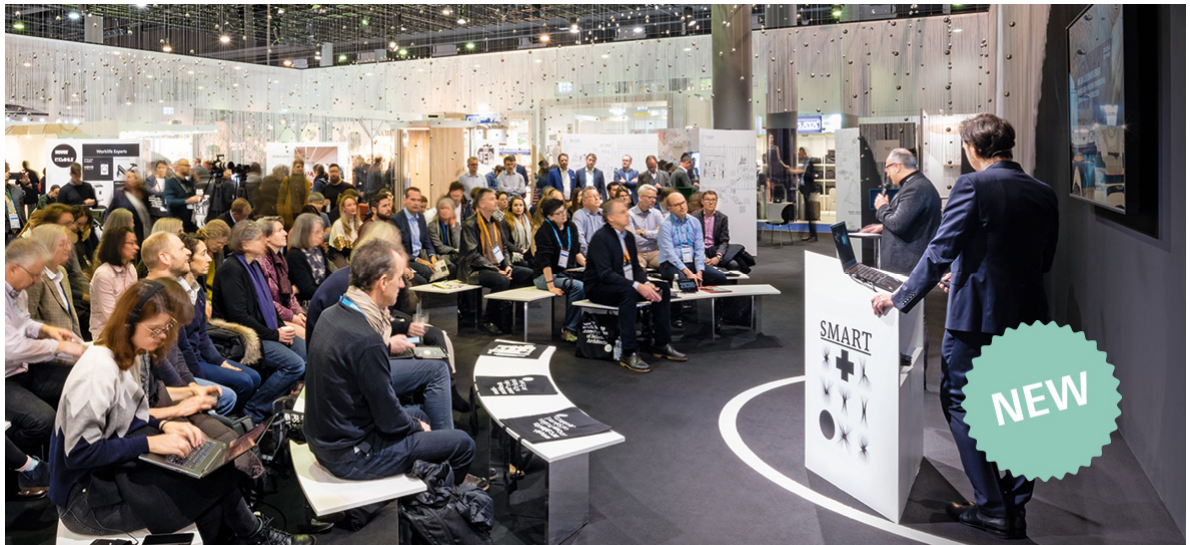


Initiatives and projects – socially responsible and sustainable.

Traditionally woven baskets, high-quality beaded jewellery, handmade carpets made

of natural materials with attractive designs and much more – an array of global initiatives and projects will be showcasing sustainable and high-quality handicrafts. One such example is the Dutch CBI organisation (centre for the promotion of imports from developing countries). This state-funded institution supports small craft businesses from emerging and developing countries and helps them to participate in the international market. MADE51 is an initiative of the UNHCR, the United Nations High Commissioner for Refugees, which will be exhibiting products made by refugees. In addition, the World Fair Trade Organization and its members will be bringing a wide range of gifts, fashion items and household goods to Frankfurt.

MORE INFORMATION



Sustainable Office Day.

The Future of Work Academy at the new Working area of Ambiente focuses on how we will work tomorrow: From home, in co-working spaces or in the office? What furniture will we have and what products will we use? Discover ideas for the sustainable office workspaces of the future at the Sustainable Office Day on 7 February 2023. Look forward, too, to the results of the Office and Environment competition.

WORKING

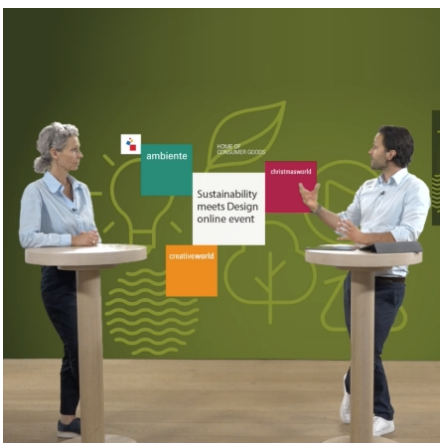
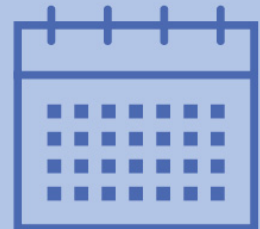


Circular Materials in Future Dining.

Professor Sascha Peters from HAUTE INNOVATION expects far-reaching innovations for the Dining segment with materials that encourage product recyclability and technologies that can reduce emissions. At Ambiente 2023, he will be presenting the Circular Materials in Future Dining exhibition.

FIND OUT MORE

The Frankfurt consumer goods fairs reminder service – set it up now



Sustainability meets design.

How much influence do designers have on the climate footprint of products? Is sustainable the new beautiful? Trend analyst Susanne Björklund, Dr Harald Gründl from the Institute of Design Research Vienna and Professor Sascha Peters from HAUTE INNOVATION spoke at the Sustainability meets Design online event in August.



Conzoom Solutions – sustainable inspiration.

At Messe Frankfurt's practical platform specifically for the retail sector, you'll find insider knowledge, talks by industry experts and much more useful information that you can use directly for your business. Conzoom Solutions also contains a [podcast with Mimi Sewalski](#), Managing Director of Avocadostore – the largest online shop for green products – and an [interview with Berlin market researcher Stefan Telschow](#) on green retailing. The article "Retail moves towards sustainability" offers a market overview with numerous suggestions for creating your own product mix and customer communication.

READ IT NOW



Nextrade becomes nmedia.hub.

nmedia.hub (formerly known as Nextrade) will in future link online orders from its order and content platform with the nmedia world of EDI orders. From now on, traders no longer have to distinguish between the two platforms and can manage many of their daily tasks centrally in nmedia.hub. Benefit from the additional self-service tools for product master data and content

TO NMEDIA.HUB

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