

news +++ Christmasworld  
3. bis 7. Februar 2023

## christmasworld

### Welcome back: exhibitors celebrate best Christmasworld ever

**Frankfurt am Main, February 2023. Christmasworld returned successfully in a new format parallel to Ambiente and Creativeworld and with a new hall layout in the East Exhibition Centre, including the newly inaugurated Hall 5. 35,719 trade buyers – 71 percent of them from abroad – were in an excellent ordering mood and enthusiastic about the new variety of products. 627 exhibitors were delighted with full order books and many new international contacts. Together, they embark on the new business year strengthened and optimistic.**

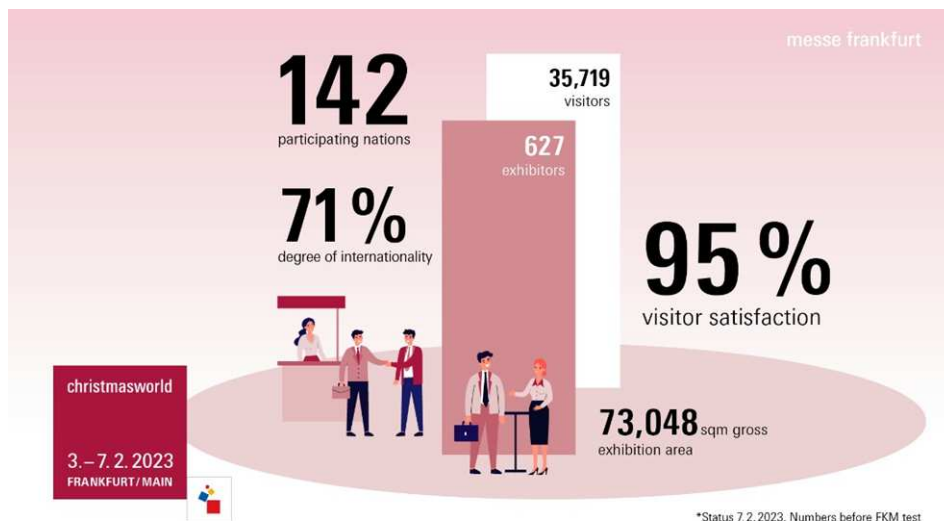


Bang! Christmasworld is back with a new concept and convinces across the board. The wow-experience of Christmas and seasonal decorations moved into the East Exhibition Grounds in 2023 and delighted around 35,700 shoppers. Photo: Messe Frankfurt/Pietro Sutura.

Great, gigantic, wonderful, better than ever – the feedback was characterised by superlatives and speaks for a highly emotional trade fair experience after a two-year break. Thus, the motto "Elevate your business" was the programme from February 3 to 7, 2023: In the fully booked Frankfurt exhibition halls 4.0, 4.1, 5.0, 5.1, 6.0, 6.1 and 10.0, great reunion joy, energetic ordering mood and positive atmosphere of optimism were clearly tangible for five days. The exhibitors were already looking forward to finally meeting their existing customers and potential new customers from all over the world again at their leading trade fair for seasonal decorations and festive decorations. "The reality was even better. We are overwhelmed by the huge number of international visitors and very grateful for the great confidence shown by the entire industry", says Eva Olbrich, Director Christmasworld and Creativeworld.

For the first time, Christmasworld offered a compact and attractive international product mix in all product segments at the eastern exhibition centre. From hand-blown Christmas tree baubles and the extended range of ribbons and packaging to large-scale lighting

designs for shopping centres and city centres: everything was within easy reach for visitors. "The new trade fair format works: Thanks to the new concept, as a former Paperworld exhibitor, we are now part of Christmasworld, which enabled us to make many more new contacts. We had a much higher visitor frequency, especially internationally. All of Europe was represented, from Scandinavia to Spain, even buyers from Mexico and Australia to Mongolia were there. You meet customers here that you would otherwise never meet. That's definitely inspiring," confirms Jürgen Popp, Managing Partner, Zöllner-Wiethoff GmbH (Zoewie).



### **Strong desire to order and internationality ensured an atmospheric kick-off**

The high level of internationality exceeded all expectations: 71 percent of visitors came from abroad. Christmasworld brought together a total of 142 participating nations. The top ten nations after Germany included Italy, the Netherlands, France, the USA, Belgium, Great Britain, Austria, Spain, Switzerland and Poland. The feedback and satisfaction ratings from exhibitors and visitors were correspondingly positive. For example, 95 per cent of the visitors and 85 per cent of the exhibitors are satisfied with the achievement of their visit or participation goals.

"All our expectations were not only met, but even exceeded. This was the best Christmasworld we have ever had in 23 years, with many unexpected orders and an exceptional internationality. We saw a large number of new customers from all over the world. This is an absolutely wonderful Christmasworld", says Christina Mouchali, Export Manager, Fotodiasiasi Illumination.

Dirk Naeve, Sales & Logistics Manager, Boltze Home Collections also confirms: "It was a great Christmasworld: Right from the start, there was a fantastic spirit in Frankfurt, and it went straight into full throttle. Travelling is possible again, and everyone is really keen on the fair, on inspiration and new products. We had a lot of international business contacts and concluded with a great volume of incoming orders. Christmasworld and Ambiente at the same time is the perfect solution for us."

### **Highlights focused on more sustainability and emotion at the POS**

The agenda of the event programme included plenty of expert know-how in the lecture area of the Conzoom Solutions Academy and inspiration for varied product ranges for a successful business season. "The leading trade fairs Ambiente, Christmasworld and

Creativeworld have always defined the latest trends for the consumer goods sector and made them tangible for the retail trade. But today, retail is much more than just trading in hip products. It is all about the megatrend of sustainability, about ethically and ecologically produced goods. But it is also about creating worlds of experience in the stationary area in order to be able to permanently connect customers with retailers. The effectively designed trio of fairs has staged all this in an exemplary manner, provided it with conceptual brackets and implemented it for visitors", says Dr. Peter O. Wüst, General Manager, BHB - Handelsverband Heimwerken, Bauen und Garten e.V. (Home Improvement, Building and Garden Trade Association).

The Christmasworld Trends 23+ trend area, staged by the Bora.Herke.Palmisano style bureau, was a particularly strong crowd-puller at Christmasworld. In future, the focus will be on classic and, at the same time, surprising designs and natural, sustainable decorations.



As a central source of inspiration on the relevant themes, colours and materials for the coming season, Christmasworld Trends 23+ in the Foyer of Hall 4.1 met with great interest. Photo: Messe Frankfurt/Pietro Sutera

Whether ribbons made from organic cotton, vegan candles, Christmas tree stands made from recycled plastic waste or spectacular light decorations for city centres made from biodegradable sugar cane: the demand for these products is growing. Christmasworld took account of the growing interest and range of products on offer on the subject of sustainability with the introduction of the Special Interest "Ethical Style by Christmasworld". This is a curated selection of particularly sustainable products. In 2023, a total of 41 exhibitors received this award from an independent jury of experts. Moreover, there was an Ethical Style Spot for the first time, which focused on the theme of sustainability. As part of this special presentation, trade visitors found a themed display area with particularly sustainable exhibitor products.

Another highlight was also the special presentation "Decoration Unlimited" by the Dutch designer duo Rudi Tuinman and Pascal Koeleman from 2deign. They are convinced the point of sale of today needs more emotion and more storytelling to stimulate the consumer mood. Under the motto "Down to earth", they used decorative elements in earthy hues and conjured up a highly emotional special show with the exhibitors' products, inspiring new window and surface decorations. Here, shoppers could immerse themselves in a sensual wow experience with 15,000 perfumed roses and real plants.

Christmasworld will continue to be held simultaneously with Ambiente and Creativeworld at the Frankfurt exhibition centre:

Christmasworld/Ambiente: 26 to 30 January 2024  
Creativeworld: 27 to 30 January 2024

**Information for journalists:**

For further information, please visit: [christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com).

**Press releases & images:**

<http://christmasworld.messefrankfurt.com/press>

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**Your contact:**

Katrin Westermeyr  
Tel.: +49 69 75 75-6893  
[katrin.westermeyr@messefrankfurt.com](mailto:katrin.westermeyr@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Information about Christmasworld**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres..  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

### **Welcome Home**

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

### **nmedia.hub - the order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

[www.nmedia.solutions](http://www.nmedia.solutions)

### **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 revenue. 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](http://www.conzoom.solutions)

### **Background information: Sustainable Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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). For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com)\* Preliminary figures for 2022