

news +++ Christmasworld
3 to 7 February 2023

christmasworld

Christmasworld 2023 on course for success

Frankfurt am Main, May 2022. Good prospects for Christmasworld 2023: Following the expiry of the early-booking discount, the response from exhibiting companies at the leading international trade fair for seasonal and festive decoration has been so overwhelming that the planned layout of the exhibition grounds is being optimised. The companies also welcome the fact that the fair is being held in parallel with Ambiente for the first time, which opens up additional business potential.

The motto "Elevate your business" for the upcoming Christmasworld from 3 to 7 February 2023 expresses the fact that the live experience is crucial when it comes to raising business relationships to a level of trust. The exhibitors agree on this. Christmasworld is also the perfect stage for presenting the success factor of experience at the point of sale with Christmas and festive decorations. Exhibitors are very much looking forward to finally meeting existing and potential new customers from all over the world at their leading trade fair. The feedback on the fair is correspondingly positive. The desire for disproportionately large stand positions for an emotional presentation is still unbroken and continues despite the pandemic.



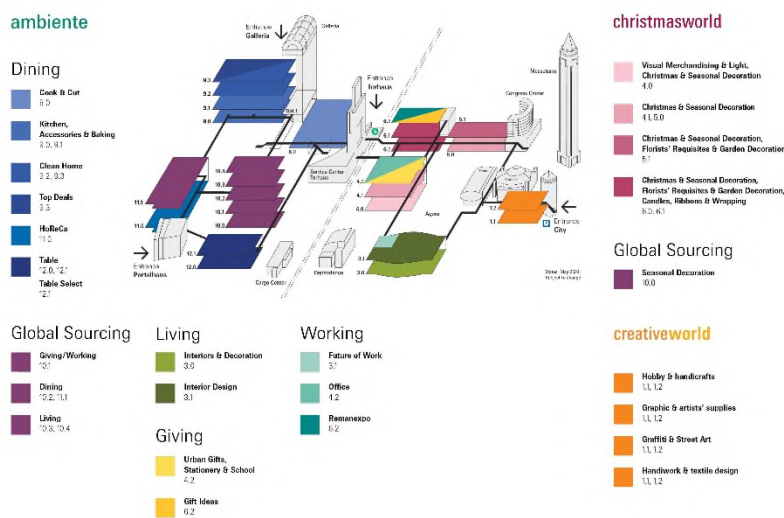
From 3 to 7 February 2023, Christmasworld will offer the international consumer goods sector the long-awaited physical live trade-fair experience that strengthens business relationships in the long term. Image: Messe Frankfurt / Rui Camilo.

"We are delighted with the continuing overwhelming response from our Christmasworld exhibitors and are grateful for the great trust placed in us by the market. With the high return of registrations and the extensive feedback from the industry, we have once again

optimised the planning of the product areas so that everyone gets a perfect stand position for their product presentation", says Eva Olbrich, Director Christmasworld and Creativeworld. Due to the great demand, Christmasworld will be held in Halls 5.0, 5.1, 6.0, 6.1 and – new -, in addition, in Halls 4.0 and 4.1 in 2023, where the product groups Visual Merchandising & Light and Christmas & Seasonal Decoration will find their new business home.

"This time, we are thus offering an extremely compact as well as attractive international product mix in all product areas at the at the east part of our exhibition grounds. From hand-blown Christmas tree baubles to large-scale light displays for shopping centres and city centres – everything is within easy reach for visitors. We consistently think in terms of how to secure short distances for our trade visitors and to ensure synergy-rich proximity to the complementary product worlds at Ambiente", adds Olbrich.

For example, Christmasworld trade visitors will also find the Ambiente Giving area with classic gift articles (Gift Ideas) in the directly adjacent Hall 6.2 and modern gift articles (Urban Gifts) and classic products for schools, stationery and greetings cards (Stationery & School) in Hall 4.2. Conversely, Christmasworld exhibitors benefit from the diverse visitor flows at Ambiente.



In 2023, Christmasworld will move to the eastern part of the exhibitions grounds in Halls 5.0, 5.1, 6.0, 6.1 – with the addition of Halls 4.0 and 4.1. Graphic: Messe Frankfurt.

"It will be great to meet the customers in person again and present the new collection in Frankfurt. I think the synergy of Christmasworld and Ambiente will make this the most important event of the year for our business", confirms **Mart Haber**, Shishi AS, Estonia. **Christina Mouchali**, Fotodiastasi from Greece, agrees: "With our product portfolio of light decorations for shopping centres and city centres, we have always been able to reach an incredible number of new international customers from all over the world at Christmasworld in Frankfurt. There is no substitute for direct contact on site. What's more, our light installations thrive on the live experience. We expect even more new customer potential from the combination with Ambiente – especially from the HoReCa/hospitality sector. That's why we welcome this innovation."

Exhibitors and associations look forward to the trade fair comeback

Touching new products, experiencing trends up close and personal and meeting business partners – all this is more important than ever after the pandemic experience and the further increasing challenges in the market. In addition, the industry needs an exchange on the most important meta-topics such as sustainability, new work, design, lifestyle, future retail and digital expansion of trade, which will move all forms of trade in the future. New impulses are needed here, which are actively stimulated by the supporting programme via special areas, lectures or workshops.

In this context, the associations also see great added value for their members in attending Christmasworld: "Nowhere else do we get such a good overview of the industry in one place and at one time. Of course, we have been to showrooms a lot in the meantime, but that is no substitute for the trade fair, because here you see the world, which means the inspiration is immense and you enjoy all the more the personal exchange and the haptic product experience – I am particularly looking forward to this. With Ambiente in our luggage, we are excited about additional target groups," emphasises **Martina Mensing-Meckelburg**, President of Verband Deutscher Garten-Center e.V.

The new trade fair constellation is also welcomed by **Dr. Peter Wüst**, Managing Director of the DIY, Construction and Garden Trade Association (BHB): "Buyers in the DIY sector are currently facing enormous challenges, such as non-functioning supply chains, a shortage of raw materials or the need for a far greater number of supplier meetings. In this situation, the 'trade fair triple' represents a significant relief and creates the possibility of a very effective information and ordering opportunity. The meta-topics mentioned will occupy customers now and in the future. The DIY trade must and will change in this direction – in addition to sales competence, this requires the concentrated power of innovation on the product and information side, for which the trade fair alliance stands".

On the subject of meta-themes, **John W. Herbert** from the European DIY Retail Association (EDRA) and Global Home Improvement Network (GHIN) joins in and concludes with a positive outlook on industry developments. "Simply every retailer is looking for products that fit the six meta-themes of the event. It is a great idea to bring Ambiente, Christmasworld and Creativeworld together, because in many companies all three fairs have the same chief buyers. Moreover, these product categories have become more relevant since the pandemic as consumers worldwide have rediscovered their homes. The general consensus is that these categories will be in above-average demand in the future."

Exhibitors already registered include AM-Design, Arpimex, Blachere, Boltze, Christmas Inspirations, Cor Mulder, Decostar, DPI, Due Esse, Edelman, EDG, Fotodiastasi, Gasper, Goodwill, Heembloemex, Hoff, Ido, Kaemingk, Koopman, Lotti, Räder, RBR Light, Riffelmacher, Shishi, Timstor, Voss and Wiedemann. The new stationery suppliers for packaging and ribbons, such as Francesco Brizzolari, Saul Sadoch and Zöwi, are also looking forward to attending Christmasworld.

With their ranges, exhibitors reach trade buyers from a wide variety of retail sectors. From small gift boutiques to shopping centres, from DIY and home improvement centres to furniture and interior shops, from florists to garden centres and representatives of local authorities and towns as well as the hotel trade or visual merchandising are looking for and finding inspiration at Christmasworld.

The decisive factor for inspiration remains the physical experience, which is clearly in focus in 2023 – and will continue to be supplemented digitally before and after the fair.

"As a wholesaler, we are part of the driving force behind the retail chain. Our product, Christmas decorations, is ideally viewed by visitors in a physical presence. At Christmasworld, we always try to get a creative spark going that leads to a magical shopping experience in our customers' shops," sums up **Michel Gozeling**, CEO, Christmas Inspirations B.V., Netherlands.

From February 2023, Christmasworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer goods fairs Ambiente and Creativeworld.

Ambiente / Christmasworld: 3 to 7 February 2023
Creativeworld: 4 to 7 February 2023

Information for journalists:

For further information, please visit: christmasworld.messefrankfurt.com

Press releases & images:

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

On social media:

www.facebook.com/christmasworld/
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Information on 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

Home of Consumer Goods - the new one-stop store for the global order season

Under the motto "Home of Consumer Goods", 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.

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

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

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 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 * Preliminary figures for 2021