

news +++ Christmasworld
3 to 7 February 2023

christmasworld

Wow effect moves into new halls

Frankfurt am Main, August 2022. The number of registrations for Christmasworld 2023 is at a top level and hall planning is well advanced. All the major national and international key players are already on board.



Christmasworld brings the wow experience that festive and seasonal decorations create to new halls and invites the international consumer goods sector to network, inspire and order from 3 to 7 February 2023. Photo: Messe Frankfurt/Pietro Sutera

With its focus on Christmas and festive decorations, Christmasworld is the perfect stage for international exhibitors to highlight the success factor of experience at the point of sale. "The number of registrations is outstanding and confirms the high standing of Christmasworld in the market. My team is busy planning the new halls", confirms Eva Olbrich, Director, Christmasworld and Creativeworld. The typical look-and-feel of the leading international trade fair for festive and seasonal decorations will be retained. With the emotional exhibitors' and special presentations, the wow effect will move into Halls 4.0, 4.1, 5.0, 5.1, 6.0 and 6.1 in the East Area.

This is particularly the case for the Visual Merchandising & Light product range in Hall 4.0. The key players have a very large space requirement here when it comes to presenting light as an atmospheric effect designer - both for the home and garden (consumer lights) and for shopping centres and city centres. Exhibitors offer state-of-the-art, energy-saving LED technology, new sustainable solutions as well as versatile Christmas and decorative lighting for eye-catching shop window displays or shop decorations including moving figures.

Far ahead in terms of sustainability is, for example, the French company Blachere Illumination, which illuminates the Champs Élysées every year: "After two years of pandemic, Christmasworld will be a special international event for us. We have missed the

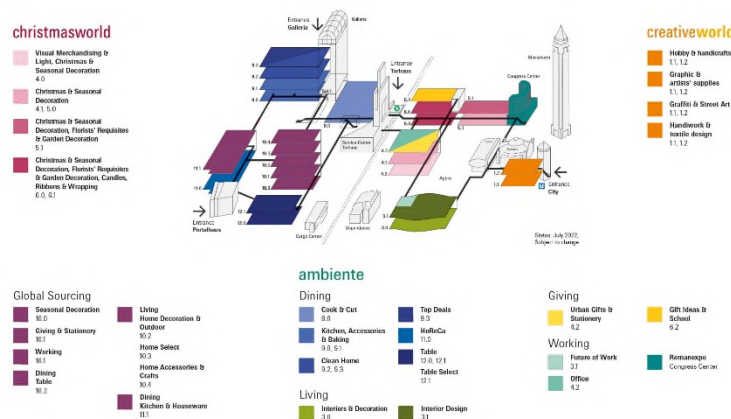
personal contact with our customers to show them our innovations, present our products live and have a good time. In addition, the meta-themes of the fair are all about our know-how and our responsibility in terms of social commitment and environmental protection. We are convinced that the three pillars of our brand - emotion, expertise and ethics - will fit perfectly with edition 2023," says Johan Hugues, Directeur général/CEO, Blachere Illumination.

The fact that the real trade fair experience is indispensable for the presentations is also confirmed by Carlo Cavicchioli, Sales Manager, Lotti Importex from Italy: "This is mainly because you have to see our products in the flesh. It is very difficult to show the different light tones correctly with digital images. In addition, our presence at Christmasworld is important for us because it gives us a unique opportunity to promote our company to a large number of potential customers and market players. We can also get visitors of Ambiente and Creativeworld excited about our products. Here, we see the opportunity for additional new customers."

Helmut Schmidt, Managing Director of Weihnachtsland, agrees with this tenor. In the Christmas & Seasonal Decoration product area in Hall 4.0, he will be presenting the Christborn brand with high-quality Christmas decorations made of mouth-blown and hand-painted glass. Highest craftsmanship "made in Germany" is still in demand. "Our products live from the emotionality given to them. That makes a trade fair indispensable as an ideal podium. We are glad that this is now possible again. We consider the fact that Christmasworld is held at the same time as Ambiente and Creativeworld to be a consistent and efficient solution. For visitors, it creates an incomparable opportunity to order combined product ranges in one visit to the fair and, for exhibitors, a cost-optimised opportunity to present themselves to an even broader public".

Christmasworld 2023: The fair of short distances

As the halls in the East Area of the Messe Frankfurt fairground are closer together, this will be the fair of short distances - which automatically promotes a high frequency of visitors in the halls. In addition, exhibitors and visitors will benefit from the proximity to Ambiente's Living, Giving and Working sections, which complement the product range.



From 2023, Christmasworld will move to the Eastern part of the Exhibition Centre in Halls 4.0, 4.1, 5.0, 5.1, 6.0 and 6.1. The "Seasonal Decoration" global sourcing offer will be located in Hall 10.0 - bundled with the Ambiente global sourcing offers. Graphic: Messe Frankfurt

For an additional synergy effect, the global sourcing offer for "Seasonal Decoration" can be found in Hall 10.0 - bundled for the first time with the global sourcing offers of Ambiente Dining, Living, Giving and Working. Trade visitors will thus find a globally unique spectrum of industrially manufactured to handcrafted goods from Asian joint stands and individual exhibitors on a total of six hall levels in the West area - for ordering in large volumes.

Preview of the highlights: Trends to be experienced with all senses

One of the highlights of Christmasworld will be the staging of Christmasworld Trends 23+ by the style agency Bora.Herke.Palmisano. Here, visitors will once again be able to be inspired by the colours, materials and designs of the future - for individual assortments and window displays for all festive seasons. In the lecture area with the new title "Conzoom Solutions Academy", visitors can update their knowledge and pick up new impulses for their business. It is the central contact point for exchanges on the most important market developments and meta-topics of the consumer goods fairs, such as sustainability, new work, design, lifestyle, future retail and digital expansion of trade, which move all forms of retail.

In addition, a special presentation "Decoration unlimited" by the Dutch designer duo 2dezin is again planned, which impressively shows how storytelling can be implemented in the current situation and at the same time create a pleasant wow experience at the POS. Emotion remains the key to success. And the special Christmas Delights area with culinary gift ideas and fast-moving items invites visitors to discover and taste in an atmospheric Christmas market atmosphere. This ensures an inspiring live trade fair experience.

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/
www.instagram.com/christmasworld.frankfurt/
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Informationen zur 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 – der neue One-Stop-Shop für die globale Ordersaison

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. Branche. Hier werden die angesagten Trends präsentiert und die globalen Metatrends erfahr- und sichtbar.

Nextrade - the order and data platform for the home & living industry

The digital order and data management system Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year.

www.nextrade.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

Background information on 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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-

pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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