

news +++ Ambiente/Christmasworld/Creativeworld
3/4 to 7 February 2023

ambiente **christmasworld** **creativeworld**

Heading into the future with Messe Frankfurt: The consumer goods world is back in Frankfurt

Frankfurt am Main, 22. September 2022. Personal exchange is currently more important than ever. Because the still challenging economic and political conditions, the accelerated change in social values and advancing digitalisation require new solutions and innovative approaches for the global consumer goods industry. That is why Messe Frankfurt is taking an offensive into the future with new ways and creative approaches. Networking, inspiration and ordering will become even more efficient, intensive and smarter at the three leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld in 2023. 4,700 exhibitors have announced their participation and together they will ensure the world's biggest trade fair platform of its kind.



Opening up new perspectives - on-site trade fairs are specifically supplemented digitally. Photo: Messe Frankfurt/Jean-Luc Valentin

In view of the major challenges of issues such as supply chains and resource scarcity, rising inflation and energy costs as well as falling consumer spending, it is all the more important to meet each other in real terms and remain in dialogue. Because the consumer goods industry is looking for promising solutions and new forms of cooperation. To this end, Messe Frankfurt is bringing together the key players of the entire sector in Frankfurt. "Opening up new perspectives and opportunities is our greatest concern in our role as an active business promoter and reliable partner of the global consumer goods industry. We

have understood that we need to radically rethink and change our trade fair formats. That's why we are creating a new, physical trade fair experience, with three leading trade fairs at one time, covering all the key meta-topics and trends that specifically move manufacturers and retailers forward," says Julia Uherek, Vice President Consumer Goods Fairs. In addition, the physical trade fair experience will be complemented by smart digital services, not only parallel to the physical events, but also beyond. "This means we are increasingly becoming a year-round business enabler, with a wide range of digital services that we offer 24/7," says Philipp Ferger, Vice President Consumer Goods Fairs.

Good prospects for the new physical trade fair experience

From 3/4 to 7 February 2023, the three leading international trade fairs Ambiente, Christmasworld and Creativeworld¹ will be held in parallel at the Frankfurt exhibition centre and present the entire world of consumer goods to the trade on one date each year. This concentration will make Frankfurt the intersection for all forms of trade as well as for purchasing decision-makers from HoReCa, Contract Business and Concept Decoration. The new format is off to a very good start: At present, 4,700 exhibitors from 80 countries are expected, 85 percent of them from abroad. "The demand and the great confidence of the market are overwhelming. For each leading fair, the top international brands and interesting newcomers are here. This means we show a unique range of quality and diversity. The whole world is once again at home in Frankfurt", says Ferger, underlining the international significance of the events.

Ambiente presents a unique mix of new ideas and products. The good number of registrations shows: In the Dining segment, it is the big stage for everything that makes cooking and the household easier and eating more beautiful. Exhibitors such as Cristel, Dibbern, Robbe & Berking, Rosenthal, Sodastream, Tramontina and Westmark bring glamour and variety to the table. A new feature is the focus on the trend theme of baking, which will find its own place at Kitchen, Accessories & Baking in Halls 9.0 and 9.1. The new Clean Home product group in Halls 9.2 and 9.3 is also very busy. The HoReCa/Hospitality segment in Hall 11.0 with exhibitors such as BHS tabletop, RAK, Steelite and Villeroy & Boch Hotelerie continues to be one of the growing segments and makes Ambiente even more attractive for new visitor target groups from the hotel, restaurant and catering sectors and a must-see event for the industry.

Ambiente Living, Giving and Working integrate attractive paper, office supplies and stationery assortments

Ambiente Living will once again be the international meeting place for interior design and will reflect the hottest furnishing trends with the most important exhibitors and products. At Interiors & Decoration in Hall 3.0. you will find everything on the theme of furnishing and decorating - with exhibitors such as Greengate, Gilde, Gries Deco with the Ipuro brand, IB Laursen, Kaheku, Kare Design or Lightmakers with the Light & Living brand. Interior Design presents high-quality design and the latest products from international brands such as Alessi, Blomus, Bloomingville, Georg Jensen, Guaxs, Lambert, Schlittler and Stelton in Hall 3.1.

Ambiente Giving is also launching with synergy-rich innovations: in the new Urban Gifts & Stationery section in Hall 4.2, visitors will find trend and design-oriented gifts, fast-moving products, decorative accessories, writing utensils, greeting cards, bags and personal accessories. With an even broader Stationery range of stationery, greeting cards and

¹ As before, Creativeworld will start one day later and thus on 4 February.

writing instruments, the choice here will be more attractive. Exhibitors include Artebene, AvanCarte, BSB Obpacher, Braun+Company, Caran d'Ache, Diplomat, Goldbuch, Kaweco and Perleberg - and modern gift suppliers such as Cedon MuseumsShops, Izipizi, Mark's Europe or Troika.

Directly adjacent, the also new product group Gift Ideas & School in Hall 6.2 presents decorative and classic gift articles, souvenirs, traditional crafts, and accessories. Exhibitors such as Accentra, Cepewa, Sheepworld, Enesco, Modern Times, Nostalgic Art, Polyflame and Zöller & Born show the trends of the season. In the newly added School area, exhibitors such as Erich Krause, Gabol, Patio, Sportandem, Statovac and Zipit present their highlights.

The new Ambiente Working area with the Future of Work special presentation in Hall 3.1 offers furnishing design and modern solutions for offices and workrooms, co-working spaces and (mobile) working from home.

The Office product area in Hall 4.2 is the new home for international suppliers of office equipment, supplies and technology. Exhibitors such as Durable, Herma, HSM and Novus Dahle are perfectly embedded in the complementary Ambiente Living and Giving sections. On the one hand, Office complements the Contract Business range for equipping large projects in the Living area with its commercial office supplies, and on the other hand the ranges for the retail trade in the Giving area - with products for desks, high-quality paper and stationery, school supplies and gift articles.

Buyers will find the Remanexpo product segment in the Congress Center with remanufactured printer consumables and components, printer hardware and software, and environmental and waste management products. Exhibitors like Static Control, Pedro Schöller Print Service, Cross Imaging and General Machines will present the latest technologies.

Christmasworld and Creativeworld round off the product range

The combination of Ambiente, Christmasworld and Creativeworld creates further exceptional potential for the trade, as it can additionally stock up on eye-catchers for the strongest-selling time of the year and pick up the latest DIY trends. Assortments that are increasingly growing together across all forms of trade.

Top brands such as Blachere, Boltze, Duni, Edelman, Exotica Cor Mulder, Gnosjö Konstsmide, Goodwill, G. Wurm, Hoff-Interieur, Inge's Christmas Decor, Kaemingk, and Koopman have registered for Christmasworld. New additions are stationery manufacturers for ribbons and packaging such as Francesco Brizzolari, Saul Sadoch and Zöllner-Wiethoff. Christmasworld will thus be complemented by the highly attractive product range of gift packaging from 2023. The leading international trade fair for seasonal decorations and festive decorations impresses with an attractive international product mix and short distances. Classic Christmasworld visitors benefit in particular from the proximity to Urban Gifts & Stationery in Hall 4.2 and Gift Ideas & School in Hall 6.2. Christmasworld continues to focus on the strongest-selling and most emotional time of the year and uses the experience as a success factor like no other consumer-goods fair.

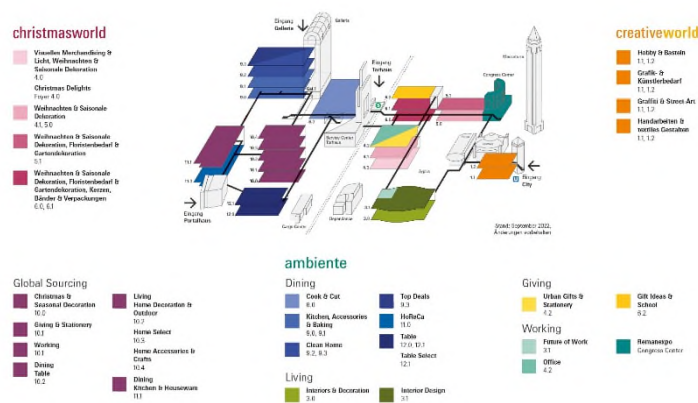
At Creativeworld, the leading international trade fair for hobby, craft and artists' requisites, all the flagships and market leaders from all product segments will also be there, including, for example, Clairefontaine, F.I.L.A. Group, Folia, Kreul, Kuretake, Marabu, Rayher, Royal Brush, Royal Talens, Schmincke and Staedtler. The exhibitors will show innovative articles for the creative hobby, materials for graphics and artists' supplies, arts

and crafts and textile design as well as graffiti and street art. For the first time, products for creative writing and drawing also enrich the range. Numerous classic writing-utensil manufacturers are expanding their product portfolios in the direction of creative materials, so the joint appearance under the Creativeworld umbrella is a logical step for the market. The new exhibitors include, for example, Centropen, Schneider Schreibgeräte and the writing utensil manufacturer Stylex.

With this realignment, the trade benefits from an unparalleled crossover of product groups, themes, segments and synergies.

New ways, more contacts

The new product mix brings more business success to traders - not only through more choice of products, but also through more opportunities to find new business partners and plenty of inspiration on site. At the same time, the One-Stop-Shop in February brings exhibitors to additional visitor target groups.



With a new hall layout, the core segments are to be strengthened and future fields opened up. Graphic: Messe Frankfurt

In addition, trade buyers of large volumes will find a globally unique range of products, from industrial to handcrafted goods, in the new bundled Global Sourcing area. On a total of six hall levels in Halls 10 and 11.1, joint stands and individual exhibitors from Asia, South America, Africa and Eastern Europe will present their new products. This parallelism means that, for the first time, the global sourcing offer of Ambiente Dining, Living, Giving and Working and Christmasworld will be in focus together. "We are thus creating the biggest sourcing platform outside China in Frankfurt am Main - with prominent participants such as the World Trade Fair Organisation (WFTO) and the Centre for the Promotion of Imports from Developing Countries (CBI), who will be presenting exciting, sustainable projects from all over the world. And you can travel to us and order," emphasises Ferger.

Metathemes and trends provide the decisive edge

In addition to the Ambiente, Christmasworld and Creativeworld Trends, which are developed by the bora.herke.palmisano trend bureau on behalf of Messe Frankfurt and present the most important trends, tendencies and innovations in impressive presentations, visitors can expect further highlights. The metathemes of the consumer goods sector, first and foremost sustainability, but also lifestyle and design, new work,

future retail and digital expansion of trade play the leading role in the complementary programme. They are present everywhere on the grounds and offer a wide range of opportunities for inspiration.

Five academies with top speakers will prepare visitors for the challenges of the future - these include the Conzoom Solutions Academy as well as the Future of Work Academy, the HoReCa Academy, the Creative Academy and the Remanexpo Academy in their respective hall levels. New are the Ethical Style Spots, which extend across the entire grounds and focus on particularly sustainable solutions from the consumer goods sector. In addition, the curated Special Interest Ethical Style specifically brings together supply and demand on the metatheme of sustainability across all three fairs. In the Future of Work area of Ambiente, trade visitors will experience what the world of work will look like in the future and which products will take centre stage. This is also where the Future of Work Academy is located, with exciting lectures on all aspects of New Work.

At Decoration Unlimited at Christmasworld, the focus is on the WOW effect. This time the motto is Down to Earth. The presentation shows how seasonal decoration can enhance the experience at the point of sale.

At Creativeworld, the Creative Impulse Award will once again be presented in five categories to honour products from the hobby and handicrafts sector - because the DIY boom continues unabated.

Promoting young talent continues to be an important theme at Ambiente. With the special presentations Talents, Solutions, Next and the BMWK area, which is geared to German participation, everything revolves around start-ups, young designers or interesting new products. Sustainability also plays an important role here.

Smart digital extensions

Visitors can participate physically, hybrid or purely digitally via the Digital Extensions parallel to the leading trade fairs on site. This means that they can be there live as well as network online before, during and after the event and experience the exhibitor highlights. Exhibitors use the matchmaking platform to present their products and network directly with visitors in video calls or live streams. The Digital Extensions are already available before the start of the fair to create one's own company or buyer profile, go on a contact search and arrange appointments. At the same time, the platform remains accessible for some time after the event. This enables optimal post-fair business and offers the opportunity to make important business contacts afterwards. The following applies to exhibitors and visitors alike: The more precisely the profile and interests are described, the more effective the matchmaking is, which automatically brings together suitable leads and supports the acquisition of new customers.

In addition, the dovetailing of real and digital is extended by further digital services. For example, the online exhibitor search with all relevant product and manufacturer information is available 365 days a year. The new platform nmedia.hub (formerly Nextrade) for the digital order business further optimises the ordering options. More than 400 brands enable dealers to order digitally via nmedia.hub and to obtain up-to-date product and image data for dealer online shops. Around 20,000 dealers are already benefiting from this. Conzoom Solutions, the information platform for the retail trade, picks up on the trade fair topics in a targeted manner and delves into them throughout the year with interviews, videos or podcasts. The online events during the year with top speakers

from the industry shorten the time until the next real exchange. In this way, exhibitors and visitors are informed and network before, during and after the fair and throughout the year.

Messe Frankfurt's additional digital services make participation in the events even more efficient with further offers for exhibitors and visitors. Because: industry eco-systems that adapt to changing requirements, shortened innovation cycles and dynamic supply chains need flexible touchpoints - on-site and digital. "In the future, we will further expand four specific fields of work for our customers - smart connect, smart touchpoints, smart data and smart reach - which will manifest themselves in solutions for exhibitors and visitors. With these smart complementary online offers to our physical trade fairs, we want to be the best partner for business encounters for our customers," Ferger concludes.

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

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

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

Press releases & images:

<http://ambiente.messefrankfurt.com/presse>
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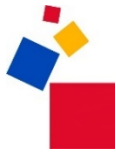
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Information on Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

ambiente.messefrankfurt.com

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

Information on Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mailorder trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.

creativeworld.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

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