

nmedia to the pit stop at the Frankfurt consumer goods fairs

Frankfurt am Main, February 2023. nmedia presented new online solutions for the retail trade at the leading international trade fairs Ambiente, Christmasworld and Creativeworld from 3 to 7 February. The order and content platform was represented with two stands in the fully booked Frankfurt exhibition centre and presented its wide-ranging portfolio for online retail.

"There will only be a successful future for the specialist trade with additional digital offerings", says Nicolaus Gedat, Managing Director of nmedia GmbH. "In our discussions at Ambiente, Christmasworld and Creativeworld, there was an extremely high demand for digital solutions. Both brands and retailers are very open to the subject. With its standards and services, nmedia offers the perfect basis for brands and retailers to realise their individual concepts when expanding their online business."



Nmedia at the consumer goods fairs trio in Frankfurt am Main. Photo: Messe Frankfurt/Petra Welzel

nmedia offers the right solutions for industry and trade. For large retailers such as F.S. Kustermann GmbH Munich and W. WEITZ GmbH & Co. KG, the focus is particularly on good data quality. They are the be-all and end-all for a well-functioning digital network between brands and retailers. "The full halls at Ambiente, Christmasworld and Creativeworld clearly showed how important our industry platforms are. The personal exchange, good discussions and the haptic experience are irreplaceable", says Philipp Ferger, Managing Director of nmedia GmbH and Vice President Consumer Goods Fairs at Messe Frankfurt. "Our digital tools, which we offered with nmedia and in the area of digital retail presented by nmedia, were very well received by the trade. Interest in omnichannel retailing is growing and with our nmedia.hub services we can cover many of these very needs."



Digital retail presented by nmedia areal. Photo: Messe Frankfurt/Petra Welzel

Digital retail presented by nmedia bundles up online expertise in one areal

In Galleria 1, and thus in the direct vicinity of Ambiente Dining, nmedia also presented the new "Digital Retail" area. Here, strong online brands such as Ebay, EK Service Group, Interxion, Kaufland Global Marketplace and nmedia were present and showed how digital business can be successfully established and professionally operated alongside stationary trade. The aim was to network retailers and suppliers in order to jointly expand digital trade and thus strengthen stationary trade. The participating brands not only presented themselves on site in a common area, but are also active on the online platform Ambiente Digital Extension.

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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: 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

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

* Preliminary figures for 2022