

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

ambiente

christmasworld

creativeworld

Sensational comeback: Frankfurt consumer goods fairs set international benchmark

Frankfurt am Main, 7 February 2023. The leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld have joined forces for the first time from February 3-4 to 7, 2023, to inspire as the global hub for upcoming lifestyle trends. They reflect the increasing merging of lifestyles and focus on the top theme of sustainability. 4,561 exhibitors occupied the entire Frankfurt exhibition center on 352,950 gross square meters and impressed 154,000 retailers from all over the world with their innovations. Participants from more than 170 nations celebrated the personal encounter.

Finally, discover product worlds with all your senses again and be inspired by innovations! More than ever, Frankfurt became the home of the global consumer goods market. For five days, the fully booked exhibition halls were buzzing with reunions and an energetic ordering mood. A total of 154,000 buyers came to Frankfurt to experience trends live and to order for their collections, with which they stimulate the consumer mood.



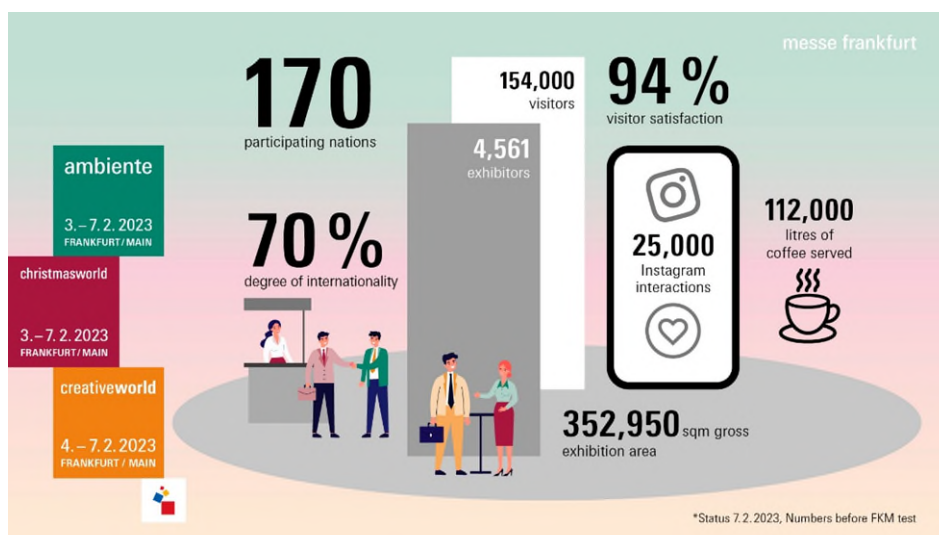
Great reunion joy in Frankfurt for Ambiente, Christmasworld and Creativeworld 2023. Photo: Messe Frankfurt/Jean-Luc Valentin.

"With an overwhelming participation and tremendous internationality, we have made an incredible comeback for the global consumer goods world after two years of pandemic. Frankfurt has strengthened its leading position and is the comprehensive inspiration, ordering and networking event. Our new concept One-Stop-Shop is working" says Detlef Braun, Member of the Executive Board. Buyers benefited from a unique variety of fresh business impulses: at Ambiente Dining, Living and Giving were expanded by the new Working section with a view to modern working worlds. Christmasworld inspired the sector

with seasonal eye-catchers and festive decorations with a wow effect for the most beautiful and best-selling time of the year. With numerous creative offerings and interactive workshops, Creativeworld celebrated the ongoing DIY boom like no other trade fair. The greatest possible efficiency is the focus for all participants.

"The new trade fair format consisting of Ambiente, Christmasworld and Creativeworld is very coherent and perfectly tailored to the needs of the trade, as the ranges in the home and living segments are also increasingly merging. The mood among our members was consistently positive and it was confirmed once again that our industry needs the trade fair marketplace as a platform for networking, ordering and experiencing the products," says Christian Haeser, Managing Director of Handelsverband Wohnen und Büro e.V.

The Central Association of the Hardware Trade (Zentralverband Hartwarenhandel e.V.) also agrees with this tenor: "Full halls, super atmosphere, lots of new products, great discussions - the restart of the trade fair after the pandemic has been a success. The specialist retail trade in the housewares/glass porcelain ceramics sector is pleased and grateful to be able to return to the world's most important consumer goods fair, Ambiente, in its presence after three years. Christmasworld and Creativeworld open up further exciting segments, and a wide range of ideas, which are essential in a challenging market to inspire customers," says General Manager Thomas Dammann.



Best ratings in internationality and satisfaction

The high level of internationality exceeded all expectations: 70 percent of visitors came from abroad. In addition to Germany, the strongest participating nations included Italy, France, the Netherlands, the USA, Great Britain, Spain, Turkey, Switzerland, Greece and Poland. "It's gigantic and the visitor frequency super international - even far more than expected and far more than in 2020 before the pandemic. We are overrun, nobody expected that and we are very happy. The combination of Christmasworld, Ambiente and Creativeworld is proving to be a very fortunate solution for exhibitors and trade buyers alike, and one that should definitely be maintained," stresses Lars Adler, Chairman of the Board EVL (European Lifestyle Association).

The entire spectrum of German and international retail trade was on site. In addition, the mega event attracted the who's who of major international buyers such as Amazon, Illums

Bolighus, Galeries Lafayette, El Corte Ingles, KaDeWe, John Lewis, E. Leclerc, Marks & Spencer, Museum of Modern Art, Rinascente and Stapels. Moreover, major distributors of hotel and restaurant supplies from around the world, as well as hotel chains such as Marriott International, Hilton Hotels & Resorts and Hyatt Hotels, were also attending. The fact that the trade sees Ambiente, Christmasworld and Creativeworld as its new platform for success is also confirmed by Messe Frankfurt's visitor survey. The satisfaction ratings are at a very high level and currently stand at 94 percent.

DEHOGA Hessen, Frankfurt am Main District Association, was also pleased that the launch of the Ambiente, Christmasworld and Creativeworld 2023 consumer goods fairs in Frankfurt has set the signals back in the right direction. It is extremely important to the hospitality industry association that Frankfurt is strengthened as a MICE[1] destination in national and international perception. "After the crisis years, which hit the hotel and catering industry in particular, it is extremely important that the trade fairs and congresses boost business travel tourism again," emphasizes Robert Mangold, Chairman of DEHOGA Frankfurt. "The trade fairs are an important economic factor for the city's image as well as for the overall structure of all tourism profiteers in Frankfurt and the Rhine-Main region."

New ideas for sustainable consumption

The extensive supporting program, which brought together a large number of top international speakers and designers such as Karim Rashid, Ross Lovegrove, Olivier Lapidus, Tassilo von Grolmann, but also promising young talents, was praised as a valuable source of inspiration. Through special presentations, lectures, workshops or guided tours, the exchange on the most important meta-topics such as sustainability, new work, design, lifestyle, future retail and digital expansion of trade was stimulated. In this way, all forms of trade were given targeted approaches to solutions as well as practical and implementable ideas to take with them on their way.



The focus was on the new theme of New Work in the Future of Work area of Ambiente. Photo: Messe Frankfurt/Pietro Sutera.

A particular highlight was the Future of Work area in the new Ambiente Working section, which presented individual solutions for modern working environments. After all, the workplace is increasingly merging into social places where interaction and social exchange take place. The establishment of co-working spaces as a new form of office organization meets the urgent need for flexibility and mobility. Buyers found a variety of

offers and impulses for this. "Future of Work is not just about practical solutions, but about a mindset. We are experiencing a great deal of interest on the part of visitors here. In any crisis, people start to rethink and fresh ideas emerge. It's an exciting time. We have gained new customers who were not actually looking for products like ours. Many hotels are also showing interest, as they too are offering more and more co-working spaces. The high visitor frequency in the Future of Work area shows that it really is a topic for everyone," says Diane Wendel, Managing Director Country Living.

The topic of sustainability was omnipresent at all three trade shows with innovative products - according to the Zukunftsinstitut, it is increasingly in demand among consumers and is becoming a decisive purchasing criterion. "More than 70 percent of people worldwide still prefer to shop in stores. However, they want to do so more locally, more sustainably and more collaboratively. Every crisis generates resilience, courage and creativity, and changes create new opportunities and potential for retailers. Here, it is important to set the course early on and consistently put on the consumer's glasses," suggests futurologist and retail expert Theresa Schleicher from the Zukunftsinstitut.

Digital Extension enables over 80,000 contacts and extends trade show experience

The decisive factor in inspiration remained the physical experience, which was clearly in focus in 2023 - and continues to be meaningfully supplemented digitally before and after the trade shows. On the online platform Digital Extension, a total of 80,242 participants were virtually on the move, there were over 8,000 networking interactions, around 4,000 chat messages were sent and over 1,000 hours of content were watched.

Until 17 February 2023, exhibitors and visitors can continue to network via the online platform and follow selected trade show highlights. This enables optimal post-fair business and offers the chance to make important business contacts even afterwards.

During the year, the online exhibitor search, the order and content platform for Home & Living nmedia.hub, the knowledge platform Conzoom Solutions, the Ambiente Blog and the social media channels of Ambiente, Christmasworld and Creativeworld are also available for networking, placing orders and gaining knowledge.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition center:

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

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

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com
www.linkedin.com/company/ambientefair

www.facebook.com/christmasworld/ | www.instagram.com/christmasworld.frankfurt/
www.linkedin.com/company/christmasworldfrankfurt | <https://twitter.com/ChristmasworldF>

www.facebook.com/creativeworld.frankfurt | www.instagram.com/creativeworld.frankfurt/
www.linkedin.com/company/creativeworldfrankfurt | <https://twitter.com/Creativeworld>

Hashtags:

#ambiente23 #ambientefair #welcomehome
#christmasworld23 #welcomehome #christmasbusiness
#creativeworld23 #welcomehome #creativeindustry



Your contact:

Erdmann Kilian
Tel.: +49 69 75 75-5871
Erdmann.Kilian@messefrankfurt.com

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

www.messefrankfurt.com

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 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