

Press release

October 2021

Safe visit to the fair thanks to safety and hygiene concept

Kerstin Winkel
Tel. +49 69 75 75-3620
kerstin.winkel@messefrankfurt.com
www.messefrankfurt.com

In B2B business, it is particularly important to establish personal contacts and exchange information as well as to experience products in real life - this is the only way to achieve business goals. These points are the cornerstones of the consumer-goods fairs Christmasworld, Paperworld, Creativeworld and Ambiente. To ensure safe personal contact, Messe Frankfurt has developed a concept that includes detailed organisational, hygienic and medical measures.

The safety and hygiene concept was already applied at the first events in autumn 2021 at the exhibition grounds in Frankfurt am Main - and will also apply to Christmasworld (29.1.-2.2.2022), Paperworld and Creativeworld (30.1.-2.2.2022) and Ambiente (11.-15.2.2022). It was drawn up together with the responsible authorities of the State of Hesse and with the recommendations of the Robert Koch Institute and will be regularly adapted to current circumstances.

"For us as a trade fair organiser, the safety of all exhibitors, visitors, partners and employees has top priority. At the same time, we want to give manufacturers and dealers a good restart into the new business year with our trade fair platforms. Thanks to the protection and hygiene concept, we can ensure the all-important personal contact at our trade fairs with the necessary security. After all, the need for personal encounters and physical exchange continues unabated in our sectors and we are pleased to be able to make this possible again", says Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH.

Messe Frankfurt's hall and infrastructure is not only unique, but also an important module in the safety and hygiene concept. In order to make personal encounters at attendance fairs as safe as possible, Messe Frankfurt makes use of various control mechanisms. These go far beyond the measures taken in the public sector and also make the Frankfurt exhibition halls into excellent and safe meeting places, even in times of pandemic, as was recently demonstrated in mid-September at the Automechanika. The measures include 100 per cent fresh air supply, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept and the proven wearing of mouth and nose protection.

Business trips to Germany possible without quarantine

According to the current status, entry into Germany is possible for business travellers from almost all countries without quarantine.

The prerequisite for this is a business reason, which is participation in the trade fair. In addition, visitors require proof of complete vaccination, recovery or a current antigen test (3G). Further information on the current entry and exit regulations can be found on the website of the Federal Foreign Office:

<https://www.auswaertigesamt.de/en/entryandstay/coronavirus>

All information about the safety and hygiene concept can be found on our websites:

christmasworld.messefrankfurt.com/hygiene

paperworld.messefrankfurt.com/hygiene

creativeworld.messefrankfurt.com/hygiene

ambiente.messefrankfurt.com/hygiene

Christmasworld

Christmasworld focuses on the busiest and most emotional time of the year, and reflects the 'point of sale' experience unlike any other consumer-goods trade fair. This makes it the world's most important order venue for the international seasonal and festive decoration sector. Held annually in Frankfurt am Main, Christmasworld presents the latest products and trends for Christmas and all other festive occasions. But that's not all: it also supplies innovative concept ideas for decorating big and outdoor areas for the wholesale and retail trades, shopping malls and city centres. Christmasworld is distinguished by the complete spectrum of seasonal and festive decorations. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

Further information: christmasworld.messefrankfurt.com

Paperworld

The international trade fair presents the latest products and trends for paper, office supplies and stationery in Frankfurt am Main. Paperworld offers the world's largest range of products for commercial office supplies (visionary office) and private paper and stationery supplies (stationery trends). This makes it a source of innovative business ideas for wholesalers and retailers, booksellers, internet and mail-order businesses and commercial consumers. In addition, the multifaceted complementary programme offers inspiration around the themes of lifestyle trends and Future of Work / New Work for retailers, architects, planners and facility managers. In 2020, Paperworld welcomed 1,591 exhibitors from 69 countries and 30,723 trade visitors from 141 countries.

Further information: paperworld.messefrankfurt.com

Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2020, a total of 368 exhibitors from 39 countries made presentations to 9,201 trade visitors from 102 countries (FKM-verified figures). 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 mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and

expert knowledge.

Further information: creativeworld.messefrankfurt.com

Ambiente

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. In 2020 Ambiente opened a dedicated hall for the hotel, restaurant and catering industry (HoReCa), thus establishing itself as the leading international front of house platform. As a global contract business hotspot Ambiente has a strong emphasis on the international contract market. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2020 featured 4,582 exhibitors from 92 countries, attracted around 101,000 trade visitors from 158 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

Further information: ambiente.messefrankfurt.com

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

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 sale. 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 the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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