

Press

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Christmasworld, Floradecora, Paperworld, Creativeworld
International Frankfurt Fairs
Frankfurt am Main, 26 / 27 to 30 January 2018

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The signs point to growth: Christmasworld, Floradecora, Paperworld and Creativeworld break the 3,000-exhibitor barrier

With more exhibitors from more countries and numerous future-oriented events, the world's leading consumer-goods trade fairs – Christmasworld, Paperworld and Creativeworld, as well as Floradecora, the floral market place – are set to open their doors at Frankfurt Fair and Exhibition Centre from 26 / 27 to 30 January. This year, a total of 3,023 exhibitors from 69 countries (2017: 2,920 exhibitors from 63 countries¹) have registered to present their trends, innovations and new products from the fields of festive and seasonal decorations, fresh flowers and plants, paper, office supplies and stationery and hobby, art and craft supplies.

“This is an outstanding result for our thematically focused trade fairs, which have now broken the 3,000-exhibitor barrier with a 3.5 percent increase in the number of manufacturers taking part this year”, says Detlef Braun, Member of the Executive Board of Messe Frankfurt. The upward economic trend in Germany, Europe and the world has had a positive impact on the consumer-goods sector and, therefore, on the development of the fairs. The increase in the level of internationality to 82 percent confirms that the world market for the relevant consumer-goods segments is at home at Christmasworld, Paperworld and Creativeworld,” adds Braun. These figures also show that the fairs in Frankfurt are an important marketing platform for manufacturers of the highly interwoven international consumer-goods industry.

Punctually for the start of the year, trade visitors profit from a spectrum of products, including future-oriented trend prognoses for the individual segments, unrivalled worldwide in both horizontal and vertical terms. The trade fairs are accompanied by numerous events and professional-development programmes, which reflect subjects of topical importance, generate new impulses for both the retail trade and consumer-goods industry and act as a spring board into a successful new business year.

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¹ Basis: Figures for 2017 FKM certified (Society for the Voluntary Control of Fair and Exhibition Statistics (*Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen – FKM*))

Christmasworld: positive shopping experiences and convenience trend spur on the trade

According to an estimate by IFH Retail Consultants, Cologne, the German market for Christmas and festive articles registered a significant increase in sales of 3.4 percent. The pleasure taken by consumers in the Christmas festivities and festive decorating continues to grow. Last year, German consumers spent a total of €2.79 billion on Christmas and festive articles. To this must be added the economic importance of the Christmas business that, according to the Federation of the German Retail Trade (*Hauptverband des Deutschen Einzelhandels – HDE*), also rose. The online business is growing rapidly. At the same time, customers expect a Christmas atmosphere and a special shopping experience when buying presents in the bricks-and-mortar trade. For 2018, the associations for the furniture trade, home-improvement stores and the DIY trade point to an urgent need for an intelligent connection between the conventional and online trades.

Against this background, Christmasworld is benefiting from a tailwind and, with a total of 1,047 exhibitors from 43 countries (including Floradecora)², has once again confirmed its role as the leading international trade fair for seasonal and festive decorations. It presents not only the latest trends for Christmas trees in the home but also shows how festive decorations boost the climate of consumption in public spaces. The highlights of the fair include the 2018/19 Christmasworld Trend Show and 'The Loft' special show with its blend of fresh ideas for assortment compilation and sales-space design. "The excellent development of Christmasworld is the result of its clear focus on Christmas and seasonal festivals, which are the most powerful driving forces for sales in the trade", says Julia Uherek, Group Show Director Consumer Goods, Messe Frankfurt Exhibition GmbH. This year sees the addition of a new product segment, 'Christmas Delights', with beverages, biscuits, confectionery and tea. These culinary products perfectly supplement the range of seasonal decorations and are a sure way to boost sales. "Thus, we are taking due account of the growing social trend to convenience products. After all, the customer wants the shopping experience to be convenient with supplementary sources of inspiration", says Julia Uherek.

Floradecora brings 40,000 red roses to the Exhibition Centre

Floradecora, the market place for fresh flowers, ornamental plants and floral arrangements, has moved to the heart of Christmasworld between Halls 8 and 9, which gives buyers the fastest connection between fresh flowers and plants and the matching decorative hardware. "At the new location, Floradecora brings together the leading names of the green sector and offers a representative cross section of growing regions and suppliers from Kenya, Denmark and Holland", says Julia Uherek. A special highlight is being provided by new exhibitor De Ruiter who, with 40,000 red roses, will transform the Exhibition Centre into a sea of flowers shortly before Valentine's Day.

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² Figures for 2017: 1,061 exhibitors from 42 countries (Christmasworld including Floradecora)

The product spectrum at Floradecora focuses on fresh plants, cut flowers and ready-decorated floral arrangements that are easy to integrate into the existing assortments of supermarkets, garden centres, the furniture trade and small gift boutiques.

Paperworld: Top theme - The healthy office

With its wide and deep spectrum of products and the stimulating complementary programme of events, Paperworld is the world's biggest trade fair for the paper, office supplies and stationery sector. It spotlights future-oriented subjects, reveals new opportunities and gets visitors and exhibitors in top shape for the new business year. "This spirit of optimism is also reflected by an increase in the number of exhibitors at Paperworld with 1,640 companies from 66 countries³ making presentations on the four days of the fair. With a seven-percent rate of growth, we have achieved a turnaround – and that despite the challenging climate in the market", says Julia Uherek.

According to IFH Retail Consultants, an upward trend can also be seen in the European paper, office supplies and stationery market. Overall, the sector registered an increase in sales of 1.6 percent in 2017 and, with the market set to benefit from the good economic climate in the EU, a plus is expected for all segments in 2018.

Paperworld profits, on the one hand, from the innovative manufacturers and their new products, which are clearly arranged in two main groups – commercial office supplies and equipment (Office) and private-oriented lifestyle products for the workplace (Stationery). On the other hand, the trade fair spotlights future-oriented subjects within the framework of the professional-development programme and a variety of events. For example, the 'Future Office' special show in Hall 3.0 focuses on an important social issue and illustrates how a healthy workplace could appear. Visitors take a set route through the healthy office, which provides positive impulses regarding acoustics, lighting, air, hygiene, ergonomics, furnishings and office supplies. "A healthy workplace is decisive for employee motivation. Together with the increase in office space, it is also becoming more important to ensure it is healthy and sustainable. And the 'Future Office' shows what this could look like", says Julia Uherek. Different expert lectures every day and guided tours for architects, facility managers and the retail trade round off this subject. For visitors looking for lifestyle trends in the field of paper, writing and school, the first port of call should be the Paperworld Trend Show in the Foyer of Halls 5.1 and 6.1. It presents the trends for the 2018/19 seasons and offers inspiration for assortment compilation and attractive shop design.

Creativeworld: Street Art generates new impulses for the trade

Do-it-yourself is booming! In this age of digitalisation, people are turning more and more to individuality and uniqueness. The subject of mindfulness is omnipresent. And this has been the distinguishing feature of the hobby, art and craft supplies sector for many years. Creativeworld is the most important business and order platform for the DIY sector and

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³ Figures for 2017: 1,520 exhibitors from 58 countries

continues to be stable in terms of exhibitor numbers. 336 manufacturers from 39 countries⁴ are showing what the market for creative hobbies has to offer. “Creativeworld has grown steadily since its launch seven years ago and is a permanent element on the international fair and exhibition landscape”, says Julia Uherek. “More than 80 percent of manufacturers come from outside Germany. And the variety of products for trade visitors to discover increases in line with growth in the level of internationality.”

At home and abroad, hobbies and DIY continue to be the leading trend theme. According to the *Hobby-Kreativ* industry association, the sector can look back over a very successful business year, and this is spurring the outlook for 2018. Furthermore, developments in the specialist and retail trade have kept pace with growing online sales. As an important source of inspiration for the sector, Creativeworld offers the retail trade a wide variety of opportunities to hold its own at the fiercely competitive point of sale. Accordingly, the focus of this year’s fair is on the trend subject of street art with a unique special show showing how shops can present street-art products appealingly and thus attract new target groups. This is achieved in a practice-oriented way with the outline of a row of shops with several presentation tables offering retailers precise impulses for their shop design and layout. Trade visitors will also find fresh ideas and unexpected groupings of creative materials and techniques at the Creativeworld Trend Show. The origins of the individual pieces can be followed step-by-step. This enables trade visitors to see the combination of product, material and tools and, therefore, the origins in their entirety, which they can easily adapt for their individual shops.

Note for journalists

You will find further information and reproduction-quality images at:

www.paperworld.messefrankfurt.com

www.creativeworld.messefrankfurt.com

www.christmasworld.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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). * preliminary numbers 2017
For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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⁴ Figures for 2017: 339 exhibitors from 37 countries