

## Press Release

June 2018

## Christmasworld 2019 growing: more exhibition space booked than at this time last year

Katrin Westermeyr  
Tel. +49 69 7575-6893  
katrin.westermeyr@messefrankfurt.com  
www.messefrankfurt.com  
www.christmasworld.messefrankfurt.com

**The number of registrations already received for Christmasworld 2019 shows that the new hall concept has been well received. The leading international trade fair for festive and seasonal decorations can already boast more exhibitors with more exhibition space compared to the same time last year.**



All I want for Christmas is ... Full house, full inspiration - this is what Christmasworld 2019 offers to buyers from all over the world! Source: Messe Frankfurt Exhibition GmbH / Rui Camilo

New ways help make new contacts! Christmasworld has received a positive response from international exhibitors with respect to the new concept and the resulting fundamental changes. In 2019, everything will be new. Every exhibitor will be relocated. Product groups are being mixed anew. And every exhibition hall will have a greater experiential factor thanks to the introduction of 'centre pieces' – all in the interests of improved visitor flows designed to make ordering easier for the various buyer target groups. Moreover, through the inclusion of the new Hall 12, Christmasworld can expand in terms of exhibition space.

“Christmasworld 2019 is growing! Even at this early stage, we have exceeded the figures for this time last year and are delighted that our exhibitors are joining us on this new course”, says Eva Olbrich, Christmasworld Director, Messe Frankfurt Exhibition GmbH. Numerous key players from the sector, such as Inge’s Christmas Decor,

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

Kunstgewerbe Gehlmann, Koopman International, Weihnachtsland and Barendsen, have registered for the fair from 25 to 29 January 2019 and some are even enlarging their exhibition stands.

“We welcome the increase in exhibition space and the restructuring of Christmasworld because the concept based on buyer requirements is right and good. For volume buyers, Halls 8 and 9 now form a more compact unit. Therefore, we will have an additional stand in Hall 9.0 with our consumer-oriented ‘Magic’ collection of glass and Christmas-tree decorations for large-scale retailers. In Hall 11.0, we will present our higher quality ‘Manufaktur’ collection, which is made in Germany and aimed at the specialist retail trade. This means we can better serve our different customer target groups thanks to the separation of the collections, which will ensure improved perception and presence”, says Klaus Müller-Blech, CEO of Inge’s Christmas Decor.

### **Adaptations make it easier to attract new customers**

“Christmasworld has worked very well up to now. However, it is time to ensure the halls remain just as attractive and appeal to just as many visitors”, says Christian Gehlmann, CEO of Kunstgewerbe Gehlmann e.K., which moves from Hall 9.0 to Hall 8.0: “We see our new position in Hall 8 as an opportunity to gain good and, in particular, bigger new customers. On 90 percent of a bigger exhibition stand, we will offer visitors a Christmas preview. And supplement this with a small part of our year-round assortment. Important for our buyers are seasonal articles that combine well with Christmas products.”

The reaction of Koopman International to the new concept was equally positive. The Dutch company is also enlarging its exhibition stand and has confirmed that it will set up a completely new stand on an area of 1,000 square metres in Hall 12 and present the latest Christmas trends at Christmasworld 2019. Retailers and wholesalers from all over the world are invited to discover more than 5,000 new articles at Koopman International including, for example, products from the decoration and lighting segments, split into a variety of subject areas.

### **Fresh, profitable business impulses for the trade**

Not only are the exhibitors moving. The special shows will shift more into the spotlight and thus intensify the flow of visitors in the halls. The Christmasworld Trends, which offer inspiration for the colours and materials of the coming season, will form the ‘centre piece’ of the Christmas & Seasonal Decoration and Florists’ Requisites & Garden Decorations product segments in Hall 11.0.

The special show by 2dezign for exemplary storytelling at the point of sale will be integrated into the Christmas & Seasonal Decoration product groups in the new Hall 12. Christmas Delights with Christmas confectionary and culinary gifts will form the centre piece of Hall 8 with Florists’ Requisites & Garden Decorations, Ribbons & Wrapping and Candles & Fragrances. “The special stand concept for Christmas Delights with an integrated, authentic Christmas market is a great opportunity for small companies. We have a prominent position in Hall 8 and are looking forward to taking part. At Christmasworld 2019, we plan

Christmasworld  
Seasonal Decoration at its best  
Frankfurt am Main, 25 to 29 January 2019

to introduce international visitors to our new, sweet gift articles, such as our chocolate pretzel, a combination of sweet and sour”, says Can Kapikiran, CEO, Naschlabor GmbH.

As quick-selling items and spontaneous purchases, Christmas Delights perfectly supplement regular assortments in the same way as fresh flowers and plants, which are absolutely trending at present. Both product groups represent potential sales for retail outlets of all kinds – from gift boutiques to supermarkets and discounters. Floradecora, the market place for fresh flowers, ornamental plants and sales-ready floral arrangements, will continue to be held in the Galleria, in the heart of Christmasworld. “We have been taking part in Floradecora since the first edition and are very pleased with the results. The standard of visitors is always high, and we hope that the restructuring of Christmasworld will help us attract more new customers. Buyers in Frankfurt are very trend and design oriented, and they want something special for their high-grade assortments. And they are exactly the people we want. They include interior architects, hoteliers, florists and event managers who want to create a special ambience – with trend flowers in matching pots”, says Jan de Boer, proprietor and CEO, Barendsen.

The next Christmasworld takes place from 25 to 29 January 2019.

**Note for journalists:**

You will find further information about Christmasworld at:  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

**Press releases & images:**

[christmasworld.messefrankfurt.com/press](http://christmasworld.messefrankfurt.com/press)

**On the internet**

[www.facebook.com/christmasworld](http://www.facebook.com/christmasworld)

**Christmasworld: Seasonal Decoration at its best**

Christmasworld is the world's most important order venue for the international decoration and festive articles sector. Held annually in Frankfurt, it presents the latest products and trends for all festivities of the year and provides innovative concept ideas for decorating large-scale and outdoor areas for the wholesale and retail trades, shopping centres, DIY markets and the green sector. The last event was attended by 1,048 exhibitors from 43 countries and over 43,400 visitors from 129 countries (including Floradecora). Christmasworld is characterised by the complete spectrum of festive decorations while a wide-ranging complementary programme with Trend Show, special exhibitions, events and expert lectures is a valuable and informative source of supplementary inspiration for everyday business life in the sector.

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 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.

Christmasworld  
Seasonal Decoration at its best  
Frankfurt am Main, 25 to 29 January 2019

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 figures for 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Christmasworld  
Seasonal Decoration at its best  
Frankfurt am Main, 25 to 29 January 2019