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Press release

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## Consumer Goods Digital Day: highly valuable insights, Sanjay Sauldie as keynote speaker

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**Trends, know-how, orders and, above all, practice-oriented approaches to solutions - this is exactly what the international consumer goods industry needs during and after the pandemic. The Consumer Goods Digital Day is putting together an exciting digital conference programme for this purpose on 20 April 2021. Sanjay Sauldie will open the day with a plea to actively shape the digital transformation in retail. In parallel, there will be the opportunity to order directly from over 300 companies via Nextrade. Participation in the Consumer Goods Digital Day is free of charge.**



Log in, select, benefit: At the Consumer Goods Digital Day on 20 April 2021 from 10 a.m. to 8 p.m. (CET), the focus will be on knowledge exchange as well as concrete perspectives and ways out of the crisis. Photo: Messe Frankfurt

The ongoing retail shutdown requires up-to-date, customised information and solutions. In this volatile situation, the Consumer Goods Digital Day on 20 April 2021 gives international trade concrete perspectives for a successful restart - during and after the pandemic. "With the Consumer Goods Digital Day, we offer the entire consumer goods industry a day with a future-oriented live programme that addresses the current challenges and opportunities. Whether while working from home or from a workplace in Germany, Europe or America - everyone can put together their own perfect lecture programme from this and will be provided with sustainable solutions in the current situation", says Julia Uherek, Group Show Director Consumer Goods Fairs, Messe Frankfurt Exhibition

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GmbH. The Consumer Goods Digital Day is scheduled from 10 a.m. to 8 p.m. (CET). It thus offers participants from different time zones an inspirational programme that encourages exchange and provides valuable information, tips and orientation for the "new" everyday business life in and after the pandemic.

Prominent speakers are already on board. New opportunities through digital transformation and current retail trends that are gaining momentum due to the pandemic will be the topic of renowned management consultant and speaker Sanjay Sauldie. He is Director of the European Internet Marketing Institute EIMIA, Mannheim, and an expert on the topics of disruptive innovations and digital transformation. In addition to the keynote address, the agenda includes trend and practice-oriented panel discussions, webinars and lectures moderated by Zacks Brustik.



In his keynote speech, the multi-award-winning Sanjay Sauldie will reveal what an intelligent dovetailing of digital and analogue strategies must look like. Photo: Messe Frankfurt

### **Focus: factual perspectives for trade**

The 10-hour professional programme deliberately focuses on helping people to help themselves and making the trade fit for future challenges. International industry experts shed light on what is important in retail now and provide answers to burning questions such as:

How do customers get back to the stationary retail space during and after Covid 19? What can new city centre concepts look like? How does the emotionalisation of stores and shops work now? Boris Hedde, Managing Director of the Cologne Institute for Retail Research (IFH), for example, reveals helpful approaches that he draws from the study "Vital city centres" in times of the pandemic. Anne Lisa Weinand, head of ECC Cologne at IFH Cologne, will discuss, among other things, which new concepts, services and offers stationary retail can profit from and what is currently decisive for an online presence from the consumer's point of view.

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How do I optimise visibility on the net? How do I sell online? How do I best address my customers via social media channels? Experts such as Marcel Rösel, Project Manager Digital Campaign, Handelsverband Hessen e.V. and Frederik Gottschling, Social Media Expert at [www.handel.digital](http://www.handel.digital) explain how to build a digital entrepreneurship, how to benefit from community building via social media or how to quickly find your way to your own online shop.

How can the challenges of merchandise procurement and assortment composition be solved in times of Corona? This question will be discussed, for example, by Susanne Sorg, Member of the Board of EK Servicegroup, Brandlabs Managing Director Klaus Schmelzeisen, Claus Tormöhlen, Head of Buying Home & Living, at KaDeWe Group and Sven Möller, Head of Non Food Globus SB-Warenhaus.

Which trends are currently shaping the global consumer goods industry and which needs are gaining in importance in the home/home office and in the office? To this end, the style agency [bora.herke.palmisano](http://bora.herke.palmisano), for example, presents the Ambiente, Christmasworld and Paperworld Trends 2021, the coming colours and materials that strike a chord with the times. In addition, Gabriela Kaiser will be giving vivid product examples and presentation options on the popular and, even in Corona times, sales-driving theme of "Christmas Trends@home".

The panel discussion "Consumer Insights: Connecting the dots between consumer needs and future products" by the renowned trend research agency from New York/USA Fashion Snoops, will get to the bottom of the question of what consumers will need and buy in the future. Led by Jaye Anna Mize, Vice President of Home and Furnishings at Fashion Snoops, the study examines important changes in consumer lifestyles in terms of needs and expectations. Together with a panel of industry experts, necessary product and range extensions are derived from this.

Anyone working in the consumer-goods sector, in particular trade buyers and exhibitors at Ambiente, Christmasworld, Creativeworld and Paperworld, can take part free of charge. Once registered via the ticket shop, you can dial into the live contributions on the digital platform on 20 April 2021. Interaction is possible at any time via an integrated question function and will be taken up by the moderator. In addition, you can use the chat function to enter into a direct exchange with the participants and, for example, arrange later meetings. German contributions are simultaneously translated into English - and vice versa.

Individual presentations are then available on Conzoom Solutions. The digital knowledge platform accompanies the consumer goods industry throughout the year with valuable best practices, expert interviews or trend presentations.

### **Ordering online via Nextrade**

The Consumer Goods Digital Day is complemented by the possibilities offered by Nextrade as the first order and data management platform in the home and living industry. The highly frequented digital B2B marketplace accelerates business between suppliers and retailers.

Goods can be ordered directly from hundreds of suppliers of top brands. On Nextrade, traders profit from individual conditions, detailed product information and they can order 365 days a year, 24 hours a day without additional fees. As an extra added value, new trends are compiled weekly from the assortments of Nextrade suppliers - these include exhibitors at Ambiente, Christmasworld, Creativeworld and Paperworld.

With these digital offerings, Messe Frankfurt continues to network supply and demand on an international level. "In this way, we offer the international consumer goods industry a platform until face-to-face business exchange is once again possible without restrictions at our trade fairs. Because, from our point of view, digital exchange only complements face-to-face encounters, which remain the driver of successful, sustainable and long-term business", emphasises Uherek.

The four consumer-goods fairs, Christmasworld, Paperworld and Creativeworld, as well as Ambiente, will be held again as usual in 2022.

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022.

Ambiente: 11 to 15 February 2022

**Further information and details:**

[consumergoodsdigitalday.messefrankfurt.com](http://consumergoodsdigitalday.messefrankfurt.com)

Journalists worldwide are also cordially invited to attend free of charge on 20 April 2021. Registration for the Consumer Goods Digital Day takes place via the ticket shop.

**Press releases:**

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

**Nextrade – the digital marketplace**

The new digital order and data management system Nextrade for suppliers and traders in the consumer goods industry extends the trade fair and enables orders to be placed at any time of the day or night, 365 days a year: [www.nextrade.market](http://www.nextrade.market).

**Conzoom Solutions - the platform for retailers**

The knowledge platform Conzoom Solutions offers the consumer goods trade a wide range of services such as studies, trend presentations, workshops or instructions for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and bundles information for the trade.

[www.conzoom.solutions](http://www.conzoom.solutions)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020, following sales of €738 million in 2019. 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

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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](http://www.messefrankfurt.com)

\* preliminary figures 2020