

Press release

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## International Consumer Goods Show – Special Edition bundles consumer goods portfolio of Messe Frankfurt in 2021

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**The Ambiente, Christmasworld and Paperworld trade fairs will be held as a joint event under the name International Consumer Goods Show – Special Edition in Frankfurt am Main from 17 to 20 April 2021 as a one-off. This live event will be supplemented by targeted digital offerings from the Consumer Goods Digital Days. Due to the merger, the new date and the hybrid character of the event, new business-enhancing synergy effects for the entire industry will result under the current pandemic conditions.**

The B2B events that have taken place again in recent weeks have proven one thing: trade fairs can be successfully implemented with a comprehensive safety concept. However, the preparation of international trade fairs also includes the fact that exhibitors must now commission trade fair service providers. Around 85 percent of exhibitors at Ambiente, Christmasworld and Paperworld come to Frankfurt from abroad. "From large sections of the international consumer goods industry, there is a desire to hold Ambiente, Christmasworld, Creativeworld and Paperworld 2021. Many companies hope that their presence at the fair will give their business a boost after the re-start of the economy. We feel more committed than ever to this necessity", explains Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH.

Due to the continuing travel restrictions for international travelers, a later date in April 2021 offers exhibitors greater planning safety. Messe Frankfurt has therefore decided to implement a one-off reorganisation of the consumer goods events in spring for the year 2021. Ambiente, Christmasworld and Paperworld will be held jointly under the name of the International Consumer Goods Show – Special Edition in Frankfurt am Main from 17 to 20 April 2021. For the first time, this new live trade fair will be flanked by the digital offerings of the Consumer Goods Digital Days. The purely digital offerings of Creativeworld will also be on display here, which will not be held as a live event in 2021. "The trend-oriented order cycles of the consumer goods industry require an annual event at the beginning of the year. The merging of Ambiente, Christmasworld and Paperworld at the new time under the name of International Consumer Goods Show – Special Edition offers all participants the opportunity for business meetings, ordering and networking in Frankfurt and is the best answer to the current challenges", explains Stephan Kurzawski, member of the Management of Messe Frankfurt Exhibition GmbH.

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## **Consumer Goods Digital Days as a guarantee for greater reach**

Also new in 2021 are the expanded digital offerings, which will be held for the first time and concurrently with the live trade fair under the name Consumer Goods Digital Days. Building on the pillars of matchmaking, live streaming and knowledge transfer, as well as Nextrade, exhibitors and visitors alike will have the opportunity to network, find inspiration and place orders directly parallel to and beyond the presence event. Kurzwski explains: "With our new digital offering, we offer exhibitors and buyers onsite and online the best prerequisites for achieving their sales, marketing and thus their corporate goals. It is an investment that we are making in the conviction that we will continue to be the best partner for business encounters in the future".

With Nextrade, the course for digital additions for trade fairs was already set before the current corona pandemic. The B2B marketplace for the home and living industry has been supporting all year round as a 24/7 order platform consumer goods fairs since 2019. On the occasion of the International Consumer Goods Show – Special Edition, virtual showrooms for the product segments of Ambiente, Christmasworld and Creativeworld will be added to the range.

The International Consumer Goods Show – Special Edition and the Consumer Goods Digital Days will take place from April 17 - 20, 2021 in Frankfurt am Main.

### **press releases:**

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#### **Nextrade – the digital marketplace**

The new 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](http://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 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](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. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. 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. 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)