

## ambiente christmasworld creativeworld

### Discovering highlights: Consumer goods fairs offer new impulses, sustainable trends and new solutions

**Frankfurt am Main, January, 2023. In three days, the one-stop-shop for the global consumer goods sector – comprising the three leading trade fairs Ambiente, Christmasworld (3 to 7 February) and Creativeworld (4 to 7 February) – will get underway. The framework programme demonstrates in many facets which factors count in the consumer goods market and offers fair visitors an exclusive look at consumer trends and the latest designs. Numerous new products, trends and exciting special presentations promise a unique trade fair experience. Here are five highlights that visitors should not miss.**

The Ambiente, Christmasworld and Creativeworld consumer goods fairs are just around the corner - and with them the latest trends in the sector. Participants can look forward to an extensive framework programme and a variety of highlights and events at all three trade fairs. Finally, trade fair visitors can once again experience live the topics they can use to positively influence their business.



The consumer goods world back in Frankfurt: On 3/4 February 2023, Ambiente, Christmasworld and Creativeworld will start on the Frankfurt exhibition grounds.

#### **Experiencing trend worlds live**

Trends play a central role at the Ambiente, Christmasworld and Creativeworld consumer goods fairs by presenting the key international style trends and providing an overview of the industry's new products. On behalf of Messe Frankfurt, the style bureau bora.herke.palmisano researches the trending shapes, colours and materials of the consumer goods sector and stages them in various trend worlds with the help of exhibitor products.

The three trend statements for 23+ are **unknown beauty\_strange + gracious, calming nature\_careful + pleasant, lasting ideas\_passionate + evocative** and will be impressively presented in the trend area in the foyer of Hall 4.1 and individually customized and interpreted for Ambiente and Christmasworld. Here, visitors can gather inspiration for the various product areas and experience both classic designs and unexpected creative innovations in an exciting setting. "Moments of joy are precious. Good design that knows heritage and the future helps us celebrate them even more beautifully. Many things now come across more quietly than before, quite deliberately: valuable impetus instead of a quickly fading show. A new start is evident, triggered by the experience of the past years. More than ever before, the focus is on sustainability: material research and digital innovations hold new aesthetic solutions in store", summarises Annetta Palmisano from the style bureau bora.herke.palmisano. The experts from the bora.herke.palmisano style bureau will offer a deeper insight into the various trend worlds with their expert lectures as part of the Conzoom Solutions Academy in Hall 4.0 at Room Europa, on all five days of the fair.

The latest trends in the creative sector will be presented in the Creativeworld trend area in Hall 1.2, B61 under the motto **Spot on Handicraft**. The three trend themes defined by the bora.herke.palmisano style bureau for Creativeworld are **illustrative power, sensitive biology** and **innocent charm** and are based on the idea of recycling and upcycling. This gives rise to new, surprising creative ideas that match the trends in the home and decoration sector. With their colourful range of products, exhibitors will show just how diverse the trends in the hobby and handicrafts sector are. The Creativeworld trends can also be experienced in the **Creative Academy** programme in Hall 1.1, Stand D81, which includes a colourful mix of product demonstrations, trend workshops and learning new creative techniques.

"In addition to Ambiente, Christmasworld and Creativeworld Trends, visitors can expect many other exciting highlights. In a series of special presentations, which can be found at all three fairs, the formative changes in the sector will be expressively illustrated. The cross-sector meta-topics, in particular sustainability, but also lifestyle and design, new work and digitalisation in the retail sector, play a central role", says Julia Uherek, Director Consumer Goods Fairs.

### **Spotlight on sustainability**

The Frankfurt consumer goods fairs reflect the growing interest in the core topic of sustainability - with the **Special Interest Ethical Style**. The programme marks exhibitors who are considered particularly sustainable with their environmentally friendly and ethically produced products. For the first time, four **Ethical Style Spots** offer a particularly exciting focus on the topic of sustainability. Here, trade visitors will find themed islands with exhibitor products. Products from [Ambiente](#) exhibitors as well as from [Christmasworld](#) and [Creativeworld](#) will be presented there. The spots are located in Galleria 0 (centre), in the foyer of Hall 3.1, in Hall 6.1 and in the foyer of Hall 1.1. On the lecture stage of the Conzoom Solutions stage experts from various disciplines will provide answers to current questions.

- Here we recommend the lecture by Hon.-Prof. Dr. Sascha Peters "Consumption in the Cycle - Sustainable Materials for Consumer Goods of the Future" on 3 February from 12:30-13:00 (Hall 4, Level 0, Room Europa).

Sustainability is also the focus of the [special presentation Circular Materials for Future Dining](#). On all days of the fairs, visitors will be able to gain an insight into material developments in the dining sector in Hall 11.0 in the North Foyer. The special area will be designed by the future agency Haute Innovation and will present the various materials and technologies in the context of several islands. Particular attention will be paid to materials that promote the recyclability of products and to technologies that can reduce emissions. Whether citrus fruit peels, fish scales or trace elements from algae: The special presentation illustrates the great potential that material innovations at the interfaces between biology and classic recyclable material technologies have for the dining culture.

### **Future-oriented working concepts visualise the office of tomorrow**

The new Ambiente Working area also has some highlights in store for visitors to the fair. The combination of home and office as well as lifestyle and workstyle has comprehensively changed the world of living and working and poses new challenges for employees and employers. Innovative approaches and new working concepts are needed to cope with this change. In the [Future of Work area](#), which is at Ambiente for the first time this year, the focus will be on the modern office and its furnishings. Concept presentations on the themes of office space, collaboration and home office visualize modern workspaces with the help of curated exhibitor products. In addition, industry experts will give a series of lectures at the **Future of Work Academy** in Hall 3.1, B90 on the latest developments and changes in the working sector, providing tips and ideas for the modern workspace.

- A special programme highlight of the Future of Work Academy will be the [Sustainable Office Day](#). It will take place on 7 February and is organised by the Bundesdeutscher Arbeitskreis für umweltbewusstes Management e.V. (B.A.U.M.) in cooperation with Messe Frankfurt.

### **Digital Retail shows best-practices in online retail**

Digitalisation presents manufacturers and retailers with the challenge of using new ideas and innovative approaches to appeal to customers and encourage them to buy. New at the consumer goods fairs this year is the [special presentation Digital Retail](#) presented by nmedia: From 3 to 7 February 2023, digital players such as Ebay, EK Service Group, Kaufland Global Marketplace, nmedia and Interxion will present bundled new solutions for digital retail in Galleria 1.0, offering a wide range of ideas on how companies can professionally set up and expand their multi-channel sales. Supported by nmedia, the digital order and content management for brands and retailers in the home & living industry, the area is intended to encourage new business contacts and open up perspectives for sustainable trade.

The lecture programme of the Conzoom Solutions Academy offers trade fair visitors insights into current trends and developments in the consumer goods industry and at the same time provides impulses and tips for practice.

- Don't miss the presentation by Claus Tormöhlen from nmedia.hub, the digital order and content management for brands and retailers in the consumer goods industry. On 6 February from 15:30-16:00 (Hall 4, Level 0, Room Europa) with his presentation "Faster, better, more efficient: Data management for more success in your e-commerce", he will give an insight into the use of nmedia for obtaining product data.

- Matthias Kluth, Strategic Sales Manager of the digital and stationary food full-range retailer Kaufland Global Marketplace, will be speaking on the topic of e-commerce. On the Tuesday of the fair from 14:00 to 14:30 (Hall 4, Level 0, Room Europa), in his talk "Marketplace as a revenue driver – Your successful B2C and D2C e-commerce strategy" he will reveal what is important when selling on the marketplace and will provide insights into the categories Home, Living & Dining.

### **Impressive shop design creates a wow effect and strengthens the point-of-sale**

Digitalisation is increasingly changing the shopping experience. At the same time, it is important to strengthen the stationary trade with ideas and tips for shop design. Especially in times of declining consumption, window and shop decoration at the point of sale plays an outstanding role and is decisive for economic success.

In the [special presentation Decoration Unlimited](#) under the motto "Down to Earth", Dutch experts Rudi Tuinman and Pascal Koeleman from 2dezin will use products from Christmasworld exhibitors to show how expressive festive and seasonal decoration at the point of sale creates a wow effect and makes shopping a unique experience. With nature in focus, elements such as stones, sand, rocks, plants and flowers are the greatest source of inspiration and allow customers to immerse themselves in a new world that is both relaxing and invigorating. In the foyer of Halls 5.1/6.1, trade fair visitors can be inspired by the impressive special show and gather new creative ideas for a unique customer approach.



The special presentation Decoration Unlimited shows how festive and seasonal decoration creates the appropriate wow effect at the point-of-sale.

Lots of other fair highlights will take place on all five days of the fair. It is worth taking a look at the entire event programme available online at [ambiente.messefrankfurt.com/events](https://ambiente.messefrankfurt.com/events), [christmasworld.messefrankfurt.com/events](https://christmasworld.messefrankfurt.com/events) and [creativeworld.messefrankfurt.com/events](https://creativeworld.messefrankfurt.com/events)

From February 2023, the leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld will be held simultaneously at the Frankfurt exhibition centre.

Ambiente/Christmasworld:	3 to 7 February 2023
Creativeworld:	4 to 7 February 2023

**Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

**Press releases & images:**

<http://ambiente.messefrankfurt.com/press>

<http://christmasworld.messefrankfurt.com/press>

<http://creativeworld.messefrankfurt.com/press>

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**Information on Ambiente**

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on

the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivaled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.  
[ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

#### **Information on Christmasworld**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres.  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

#### **Information on Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. 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 mailorder trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.  
[creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

#### **Welcome Home**

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

#### **nmedia.hub - The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.  
[www.nmedia.solutions](http://www.nmedia.solutions)

#### **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**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide

range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022