

ambiente

christmasworld

creativeworld

Outlook on growth areas and highlights for 2024

Frankfurt am Main, 09 May 2023. The leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld were held together for the first time at the Frankfurt Exhibition Centre in February 2023. Under the motto "Home of Consumer Goods", the trade fair trio redefined the most important and biggest networking platform and formed the hub for the global consumer goods sector. In a short pit stop, Julia Uherek and Philipp Ferger answer questions and reveal what is planned for 2024 and what innovations exhibitors and visitors can already look forward to.

"Wow – the comeback was sensational and overwhelming", opens Julia Uherek, Vice President Consumer Goods Fairs, the conversation. After a break of more than two years, the international consumer goods sector finally met again on site in Frankfurt. The three consumer goods fairs occupied the entire exhibition centre and welcomed 154,000 visitors from 170 participating nations. "The high degree of internationality and the terrific satisfaction ratings exceeded all expectations. Frankfurt is the one-stop shop for the global consumer goods sector", says Uherek. In the fully booked exhibition halls, there was euphoric reunion joy and a lively ordering mood for five days. "With the three leading fairs together, we have managed to create unique synergy effects worldwide. Our market research proves this. Now it's time for fine-tuning, there is potential for optimisation that we want to exploit," adds Vice President Philipp Ferger. For 2024, optimisations are to be made, taking into account the feedback from exhibitors and visitors in order to create growth potential for new exhibitors and to improve the routing for the different target groups. "We are pleased about the enormous rebooking rate at all three trade fairs – basically we are already overbooked. Also the big players are back at Christmasworld and Creativeworld. This is a great sign of confidence from the industry and spurs us on to do even better next year," says Ferger. The challenge now is to meet all the needs and create space for growth in a fully booked exhibition centre: "We are in contact with the companies to offer suitable space. As fair organisers, we want to offer our exhibitors the best possible placement and at the same time the greatest possible variety for our visitors".

What is new in 2024?

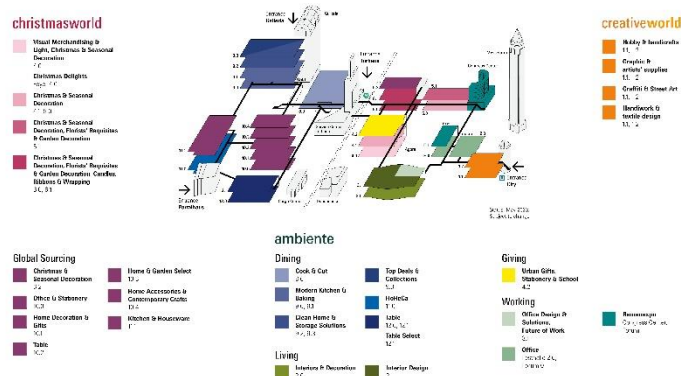
The signs are on growth in terms of quality and quantity – above all at Ambiente Dining and Working as well as in the Global Sourcing section of Ambiente and Christmasworld. In the Dining segment, Ambiente remains the world's unrivalled No. 1 with a unique variety of products for the table, kitchen and household. "We are in talks with many exhibitors who did not exhibit in 2023. For example, we are currently discussing placement options with Fackelmann, Kuhn Rikon, and Zwiesel. The new layout in the western part offers short distances and optimal structures for buyers. There are only minor optimisations here," explains Ferger. For a better description of the product ranges, the product groups in Hall 9.2 will be renamed "Clean Home & Storage Solutions" and in Hall 9.3 "Top Deals & Collections". "Hospitality is and remains a strategic growth area. This does not rule out an expansion of the programme in Hall 11, but also outside it. For example, the HoReCa Academy will move into the foyer to generate more space for new exhibitors who have

already registered," says Ferger. In Hall 11 there is a clear focus on the segments "Front of House" and "Out of House". In the future, offers from the "Back of House" segment will be found in the Cook & Cut area in Hall 8.

Growth segment Working

There is also news at Ambiente Working: after the positive response to the segment, which was introduced for the first time, additional space for growth is planned for 2024 with the Festhalle and the Forum. Office suppliers for commercial office supplies and technology will move into Forum 0 and the Festhalle. Remanexpo, the platform for remanufactured printer components, is located in the Congress Center and additionally in Forum 1. The entire range of gifts, school articles and stationery will in future be united under one roof in Hall 4.2 and will expand to the section Urban Gifts, Stationery & School. "We are planning additional space for the PBS segment that was not available to us in 2023," says Ferger. "We are thus creating our own PBS cosmos with a more efficient circulation in the eastern part with a direct connection to Interior Design and Urban Gifts, Stationery & School. We are already pleased about the numerous registrations from the stationery brand industry, such as Jakob Maul, Sigel and Han. Trade visitors and buyers from the commercial sector will benefit from the optimised routing and proximity to Creativeworld. The range of products and services in the Future of Work area will be given a new name, 'Office Design & Solutions', and will move to the eastern part of Hall 3.1. The trade fair highlight Future of Work will thus continue to reflect the facets of the meta trend New Work in an attractive interior design environment. A new addition is a promotional area for young, innovative suppliers who can use Ambiente as a steppingstone for their businesses.

This means that the specialist trade side with European brands and suppliers can grow in the eastern part, but high-volume suppliers of stationery will also be given more space in the western area of the fair ground. As the biggest platform outside China, the Global Sourcing section of Ambiente and Christmasworld will be strategically expanded: Hall 10 will be redesigned to accommodate the growing range of products in the Ambiente Giving and Working segments for stationery, office with office supplies and technology and in the Dining segment for tableware. In return, the Global Sourcing range of Christmasworld will move to Hall 6.2 and thus into the trade fair itself.



The new hall plan of the exhibition grounds in Frankfurt for Ambiente, Christmasworld and Creativeworld 2024. Photo: Messe Frankfurt.

In addition, the focus continues to be on B2B specialised business: "With our special interest labels 'HoReCa/Hospitality', 'Contract Business' and 'Concept Decoration', we specifically bring together supply and demand. With our entire range of products, we want to be even more attractive for specialised buyers from the hotel and catering trade, interior design, office equipment, architecture and project planning", explains Uherek. The Concept Decoration section of Christmasworld and the Contract Business and Hospitality

Business sections of Ambiente will be further expanded to meet the needs of specific target groups. In future, these visitor groups will have access to separate areas, lounges, lectures and guided tours of the fair.

What are the meta themes for 2024?

Visitors can look forward to current trends, fresh impulses and valuable expertise on the meta themes design & lifestyle, new work, sustainability, digitalisation and future retail. The exciting focus topics are reflected in the extensive supporting programme, such as the expert lectures in the academies or the trend shows at the three trade fairs. Other highlights include the inspiring special presentations, such as 'Decoration Unlimited' at Christmasworld, the awards such as the Creative Impulse Award at Creativeworld, and the Talents, the promotional programme for talented young designers at Ambiente. "Ambiente has always been a meeting place for designers from all over the world. In 2024, we want to create more opportunities for designers to meet with exhibitors, visitors and the media and are planning more visibility and better connecting points for the design community," reveals Uherek.

The important meta theme sustainability will continue to run like a red thread through all the exhibition halls. The "Ethical Style" programme of the three fairs specifically identifies exhibitors with ecologically produced and socially responsible products. Companies can once again apply for the programme and be assessed by an independent jury of international experts. In addition, there will be "Ethical Style Spots" again. The curated special presentations will show innovative product worlds that combine design and sustainability. "In this way, we are creating an international trade centre for sustainable consumer goods and commercial facilities, inspiring a rethink and driving change in the industry," emphasises Uherek.

What is happening with the digital offers?

Thanks to the diverse digital services, the future-oriented meta themes are also strongly present during the year: the complementary online platforms such as Conzoom Solutions, the order platform Nmedia.hub, the digital exhibitor and product search, the social media channels and the smart matchmaking provide the trade with fresh impulses, an overview of relevant industry themes and the opportunity to order and network throughout the year. "Messe Frankfurt is a year-round business enabler. During the fair, however, we clearly focus on the live trade fair experience. This means that the Digital Extension can be used during the trade fairs for uncomplicated contact between exhibitors and visitors. To this end, we are expanding our online events during the year as part of the Digital Academy – and promoting matchmaking within the global industry," says Uherek. The first online event with a focus on sustainability will take place on 24 May 2023 from 10:00 to 11:00 am. Further online events around the meta topics and with exciting speakers will follow. "You are cordially invited – these dates are not to be missed. It will be worth it," recommends Uherek at the end of the conversation.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition centre:

Ambiente/Christmasworld:	26 to 30 January 2024
Creativeworld:	27 to 30 January 2024

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>

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

www.linkedin.com/company/ambientefair

www.facebook.com/christmasworld/ | www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt | <https://twitter.com/ChristmasworldF>

www.facebook.com/creativeworld.frankfurt | www.instagram.com/creativeworld.frankfurt/

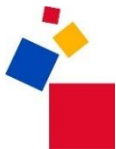
www.linkedin.com/company/creativeworldfrankfurt | <https://twitter.com/Creativeworld>

Hashtags:

#ambiente24 #ambientefair #homeofconsumergoods

#christmasworld24 #christmasbusiness #homeofconsumergoods

#creativeworld24 #creativeindustry #homeofconsumergoods

**Your contact:**

Erdmann Kilian

Tel.: +49 69 75 75-5871

Erdmann.Kilian@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Information on Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair and platform for commercial equipment and furnishings in all areas of life, 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 unrivalled 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

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

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

Home of Consumer Goods

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously at one of the world's most modern trade fair centers from January 26/27 to 30, 2024. The 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

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

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

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

* Preliminary figures for 2022