

news +++ Ambiente/Christmasworld/Creativeworld
3/4 to 7 February 2023

ambiente **christmasworld** **creativeworld**

Pre-events with top speakers kick off the "Digital Extension" of the three consumer goods fairs

Frankfurt am Main, January 2023. The three leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld soon invite visitors to a very special live trade fair experience. The online platform Digital Extension, which is available to all participants for smart and efficient matchmaking even before the events, will provide a complementary virtual exchange: Three pre-events of 45 minutes each offer valuable industry knowledge with top speakers such as Ken Hughes, Theresa Schleicher and Sanjay Sauldie and familiarise participants with the platform.

"The Digital Extension pre-events shorten the waiting time, increase the anticipation of what can be experienced live and give a first insight into how easy and intuitive virtual networking works", says Julia Uherek, Vice President Consumer Goods Fairs. As a special highlight, a renowned keynote speaker will give a foretaste of the latest topics in the consumer-goods sector, which will be discussed in greater depth on one of the five Academy stages at Ambiente, Christmasworld and Creativeworld from 3-4 to 7 February 2023. In addition, questions about the fairs will be answered and various functions of the digital platform briefly explained at the pre-events. "The Digital Extension can be used in advance as an ideal matchmaking tool for initiating business, searching for contacts and arranging appointments," adds Uherek.

Interested parties should definitely make a note of these keynote dates:



On 24 January 2023 from 18:00 to 18:45 Ken Hughes will take over the keynote kick-off. As leading consumer & shopper behaviouralist as well as customer experience strategist, he asks the question **"Is your business ready for tomorrow's consumer?"** and inspires new strategies to achieve emotional brand loyalty that goes beyond simple transactional purchases in consumer goods. In his lecture, participants will learn how they can gain importance in the consumer's everyday life. "This is a generation that no longer values material possessions as much as previous ones did. Today, it's all about the experience. We have moved from a 'you are what you own' world to a 'you are what you experience' world. Building that experiential value has become a key focus for most brands in their bid for relevance," Hughes is convinced. The hosts are Eva Olbrich, Director Christmasworld and Creativeworld, and Margit Herberth, Director Marketing Communication/Multimedia & Data.



On **26 January 2023, 9:00 to 9:45 a.m.**, futurologist and retail expert **Theresa Schleicher** from the Zukunftsinstitut will speak on the topic "**New Retaility: retail in the resilient future 2030**" and show what will emerge in the future from the current crises. "The longing for personal experiences on site, for local services, new cooperations, sustainable business models are triggering so much power that we have not experienced for years and also a fundamental resilience in retail to deal with all the changes and more focus," emphasises Schleicher and gives a view of the retail world of the next few years in her lecture. The hosts are Thomas Kastl, Director Ambiente Dining, and Dorothe Klein, Director Content.



And on **30 January 2023, 18:00 to 18:45**, **Sanjay Sauldie** will inspire with his expertise on the topic of "**Consumption 4.0: Surviving the "Never Normal" and Shaping the "Always Different"**". Sauldie is Director of the European Internet Marketing Institute EIMIA and one of the most sought-after European experts on the topics of digitalisation in companies and society. "We need to recognise that "Never Normal" will now be the new routine for humanity until we break it down and move from being passive victims to active contributors with an "Always Different" mindset," says Sauldie. What the consumer goods industry can do today to develop new opportunities from this routine will be highlighted in this lecture and a master plan presented on how companies need to transform to best adapt to the new changes. The hosts are Yvonne Engelmann, Director Ambiente Living, Giving and Working, and Erdmann Kilian, Director Marketing Communications/Press.

The lectures will be broadcast on two channels - in German and in English.

Digital Extension already live and open to visitors and media from 13 January 2023

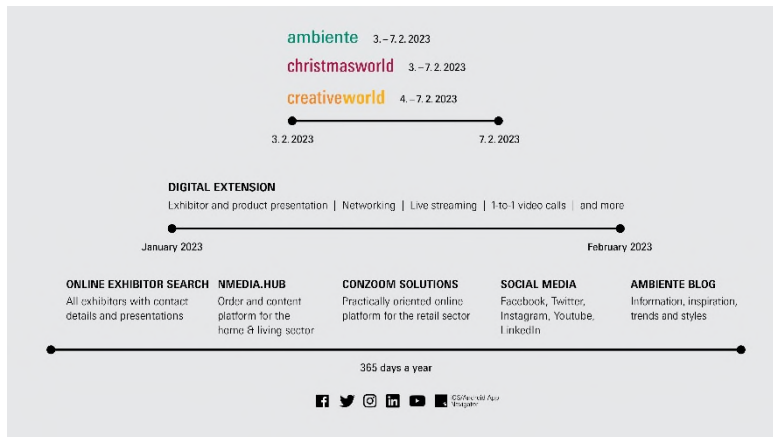
Anyone who wants to use the services of the Digital Extension and receive impulses from the keynote speakers should secure a ticket for Ambiente, Christmasworld or Creativeworld right away. With their ticket, trade visitors (and media representatives via their accreditation) will already have access to the Digital Extension from 13 January 2023. This means they can register in advance and set up their profile with their name, company and interests.

The following applies to exhibitors and visitors alike: The more precisely the profile and interests are described, the more effective the matchmaking is, which automatically brings together supply and demand and supports the initiation of business and the search for suppliers. And the earlier the profile is created, the more contacts can be generated and the better the Digital Extension supports the preparation of the physical trade fair visit.

Visitors and exhibitors can thus be there live as well as network online before, during and after the fair and experience the fair highlights. The Digital Extension makes it possible to discover all the information in one place and to be inspired by videos as well as to have a communicative experience via chats and video calls. In addition, a complete, comprehensive directory of participants facilitates direct contact - it can be filtered according to countries, interests, etc. and, for the first time, includes all ticket buyers.

The online platform will remain accessible after the event until 17 February 2023. This enables optimum post-fair business and offers the opportunity to make new or intensify existing business contacts.

The online exhibitor search, the order and content platform for Home & Living nmedia.hub, the Conzoom Solutions knowledge platform, the Ambiente Blog and the social media channels of Ambiente, Christmasworld and Creativeworld are also available during the year for networking, ordering or acquiring knowledge.



The supplementary online platform Digital Extension enables exhibitors and visitors to network online shortly before, during and after the physical trade fairs. Graphic: Messe Frankfurt

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>

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>

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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 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

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

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: Sustainable 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