

Pres release

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## Promising registration status for the International Consumer Goods Show 2021

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**Over 2,000 exhibitors from 63 countries have already registered for the International Consumer Goods Show in Frankfurt am Main from 17 to 20 April 2021. The trade fair will uniquely combine the product groups of Ambiente, Christmasworld and Paperworld. Almost the entire western part of the exhibition grounds will be occupied in new layout of Halls 8 to 12, supplemented by the Digital Days, where the purely digital content of Creativeworld will also be on display.**



Nothing is forever. And this is for now: The trade fair 2021 will be unique in many respects and therefore not comparable with a usual Ambiente, Christmasworld or Paperworld. On the one hand, the International Consumer Goods Show is a unique combination of the product groups of the Ambiente, Christmasworld and Paperworld trade fairs in the exceptional situation of the global pandemic. On the other hand, the live trade fair experience on site is additionally digitally enhanced, thus creating the best possible combination of physical and digital trade fair participation.

"Most important for us is that we make business meetings possible again in the first half of the year and are a reliable partner for our customers. Thanks to our comprehensive safety concept, the real exchange, which cannot be replaced by anything else, is possible at any time on site at the exhibition center. The Digital Days provide a complementary virtual exchange with award-winning technology that uses artificial intelligence to precisely dovetail supply and demand," emphasizes Nicolette Naumann, Vice President Ambiente, Messe Frankfurt Exhibition GmbH.

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60327 Frankfurt am Main

The new, hybrid concept enables international visitors to meet existing and new customers, get inspired and place orders, both in Frankfurt and from their workplace or home office.

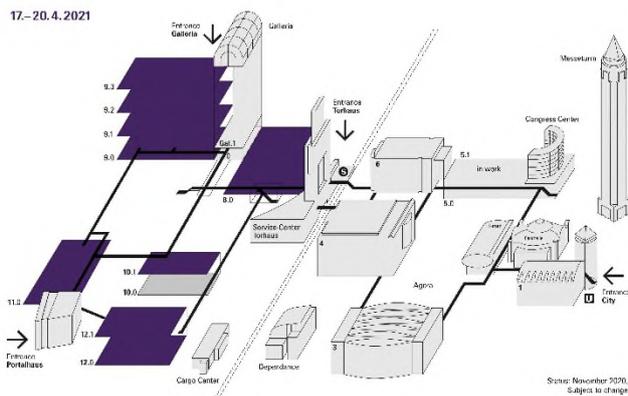
"We are very pleased that over 2,000 exhibitors from 63 countries are breaking new ground with us. Digital trade fair supplements will remain in the future. In our view, this is the best answer to the current challenges," adds Naumann. In 2022, however, the events will again be separated and take place in the usual order cycle.

### Western area almost fully booked with new product mix

The International Consumer Goods Show covers the product segments of Ambiente, Christmasworld and Paperworld, which will be newly planned in Halls 8, 9, 10, 11 and 12. Buyers will find the Creativeworld offerings exclusively online on the Digital Days platform.

#### International Consumer Goods Show one time only / on site / digital days

17.-20.4.2021



- Hall 8**  
Living  
Interior concepts, furniture, lights, home textiles, mirrors and design accessories, silver and table items, pictures and frames, home organizers, artistic and designer jewellery
- Hall 9.0**  
Kitchen  
Cooking and roasting utensils, cutlery and knives
- Hall 9.1**  
Kitchen / Houseware  
Kitchen aids, kitchen accessories, baking utensils, small electrical appliances, enamel, drink holders and thermal flasks, household containers
- Hall 9.2**  
Houseware  
Household articles and appliances, storage, cleaning, ironing, measuring and washing equipment, household furniture
- Hall 9.3**  
Table  
Cultery, table glasses and tableware, table decorations
- Hall 10.1**  
International Global Sourcing
- Hall 11.0**  
Giving  
Trends and designer, classic and decorative gifts, high-quality gifts, accessories and jewellery
- Hall 12.0**  
Seasonal Decoration  
Christmas & seasonal decorations, artificial flowers and trees, shop and city lighting
- Hall 12.1**  
Seasonal Decoration  
Seasonal decorations, festive registries, candles, party and festive articles
- Stationery & Office**  
Stationery and office supplies, writing materials, school supplies

Sketch: November 2020  
Subject to change

The almost fully booked-up western section of the fair presents furnishing and decorative accessories, living concepts, gifts and jewelry/fashionable accessories, products for the table, kitchen and household as well as festive and seasonal decorations, paper, stationery and office supplies, handicrafts and artists' supplies. This addresses a very broad group of buyers from the consumer goods industry - from volume buyers to small retailers, importers and commercial end users.

### Digital Days ensure international reach

Special times require clever measures: The Digital Days will take place parallel to the physical trade fair and offer even broader networking for all industry participants from around the world - including those who will not be able to travel to the event in April 2021 due to possible travel restrictions.

"Thus, the International Consumer Goods Show 2021 offers the best of both worlds: The irreplaceable live trade show experience on site and an online matchmaking and networking platform that primarily drives new customer business. We are thus enhancing the function of a trade fair. In addition to the event at the Frankfurt exhibition grounds, the Digital Days in the virtual space will create opportunities to generate leads, make direct contact with customers and significantly increase the reach of our

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corporate presence," says Julia Uherek, Group Show Director Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH.



The Digital Days focus on efficient networking and knowledge exchange. AI-supported matchmaking automatically connects all participants with suitable business partners. Photo: Messe Frankfurt

All participants benefit from new additional digital features for interaction and networking. Based on the three pillars Matchmaking (for new contacts and meetings), Live-Stream (for knowledge transfer and inspiration) and the order platform Nextrade, visitors have the opportunity - parallel to the face-to-face event - to network, be inspired and order directly.

The **live streaming** makes the framework and conference program a digital experience. Four livestreams are available for this purpose:

1. The first stream reflects the fringe program of the physical trade show, via the Academy stage with expert contributions, panel discussions or guided tours on trends. This is broadcast live in the stream directly from the event.
2. The second stream explicitly stands for Creativeworld, which will be completely suspended as a physical event this year, but will have a high presence at the Digital Days. From a separate studio, you will find the "latest insights" on materials, techniques and tools, exciting speakers and lectures.
3. the third stream focuses on special interests such as the topic of sustainability or the Remcon Seminars with current topics from the recycling industry with lectures, panels and discussions.
4. the fourth stream is exclusively available for exhibitors - for their own product presentation, for exhibitor panels and seminars or press conferences. Exhibitors can translate what takes place at the physical trade fair as events at their stand into digital form here. For this purpose, a dedicated web studio is available at the Messe Frankfurt exhibition grounds, where exhibitors can rent a studio. Or they can broadcast directly from their company headquarters or another studio.

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On the basis of the exhibitor's company profiles maintained online and the buyer's interest queries during ticketing, **AI-supported matchmaking** independently networks with suitable business partners from all over the world, thereby pushing new, potentially interesting contacts around the clock. If there is a match, exhibitors and visitors can enter into direct contact via chat functions or face-to-face calls. Or they can use the digital Speed Networking feature to quickly make new contacts.

Using the **digital order and data management platform Nextrade**, buyers can order directly from exhibitors - just like at the trade fair. At Nextrade, suppliers and their products are present around the world 365 days a year, around the clock, and can thus activate inquiries and orders from dealers at any time at individual conditions. Dealers have access to all necessary up-to-date data such as pictures, price lists and product texts. This opens up completely new sales and distribution channels for exhibitors, especially abroad. The B2B marketplace Nextrade is the first order and data management platform for the home & living industry that has been bringing together supply and demand digitally for a year now - and thus creates great added value for both sides.

The best thing about the digital additions is that there are no restrictions due to trade fair opening times - exhibitors and buyers can thus be reached before the trade fair, during the trade fair days and even afterwards, and are able to actively generate leads. For example, physical visitors can initially concentrate on their visit to the trade fair and then follow interesting live streams, find additional business partners and place their orders.

Two to three pre-events before the event will familiarize participants with the new technology so that they can get started right away on April 17. "So everyone can try out what the virtual trade fair experience feels like and how it can best be combined with a real trade fair visit. There is a lot of potential here and we are very proud that we can realize this and make it a real experience with the Digital Days. With our digital offerings that complement the physical trade shows, we want to be the best partner for our customers for business encounters," summarizes Uherek.

### **Events & Highlights on site and digitally strong sources of inspiration**

Not only the need for personal contacts and direct exchange is immense. It is also the hunger for trend scouting, inspiration, for an international market overview - at a fixed date each year, with participants from all over the world, as only a leading international trade fair can offer. And it is precisely in these difficult times that the trade needs new impetus to boost consumption. The supporting program of the International Consumer Goods Show starts right here. It covers future-oriented topics such as sustainability, home office, DIY and cocconing, which provide new ideas for product range design, but also convey essential know-how to keep pace with increasing digitization. Sustainability, for example, will be the main theme of the digital supporting program on the last day of the show.

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Planned are trend areas for Ambiente, Christmasworld and Paperworld, an Academy stage with exciting contributions and valuable tips on current topics (e.g., window dressing, integration/expansion of digital services, etc.), a Talents area for the promotion of young designers. There will also be an exhibition for the negative award "Plagiarius" for particularly audacious imitations, to raise awareness of product development and brand protection. Everything that is physically offered will also be transported in parallel to the Digital Days in their live streams. In this way, virtual visitors also have a part in the trade show experience.

The only exceptions are Creativeworld themes such as Creativeworld Trends or the Creativeworld Academy, which will have their own stage within the framework of the Digital Days. The new, purely digital Creativeworld Academy provides a special platform for creative exchange on the latest products, materials and techniques from manufacturers. For the virtual Creativeworld exhibitors, it is a perfect opportunity to present their new products to a qualified trade audience and receive direct feedback.

With their ticket for the International Consumer Goods Show, visitors also receive full access to the Digital Days.

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

**Further information and details:**

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

**Press releases:**

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

**International Consumer Goods Show: one time only / on site / digital days**

International Consumer Goods Show 2021 brings together Messe Frankfurt's consumer goods portfolio: this trade fair will unite the product groups of Ambiente, Christmasworld and Paperworld under one roof from 17 to 20 April 2021 as a one-off. The presence event will be supplemented by the Digital Days. Here you will also find the purely digital offerings of Creativeworld, which will not be held as a live event in 2021. 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 product range includes furnishing and decorative accessories, home concepts, gifts and jewelry/fashion accessories, tableware, kitchen and household goods, festive and seasonal decorations, paper, stationery and office supplies, handicrafts and artists' supplies, and thus appeals to a very broad group of buyers from the consumer goods industry - from volume buyers to small retailers, importers and commercial end consumers.

**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)

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**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 sale. 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)