

ambiente

Premiere at Ambiente: Digital Retail presented by nmedia networks stationary and digital trade

Frankfurt am Main, December 22. From 3 to 7 February 2023, renowned digital players will present their online solutions and services for retailers to advance their digital business. They offer all forms of retail the opportunity to inform themselves on site, to network and to enter into conversation together. In this way, the exhibitors at the special presentation Digital Retail presented by nmedia extend the sales channel for online business for suppliers and retailers, support digital business and open up new business perspectives and sources of revenue.

In Galleria Level 1, and thus in the direct vicinity of Ambiente Dining, strong online brands such as Ebay, EK Service Group, Kaufland, nmedia and Interxion will show how digital business can be successfully established and professionally operated alongside stationary trade. This is the first time that digital players are appearing bundled on site at the world's largest and most important consumer goods platform. The aim is to network with retailers and suppliers in order to jointly expand digital trade and thus strengthen stationary trade. The participating brands will not only present themselves on site in a joint area, but will also be active on the online platform Ambiente Digital Extension. The area is supported by nmedia, the digital order and content management for brands and retailers in the consumer goods sector.

digital retail

presented by



nmedia

Matthias Kluth, Strategic Sales Manager of the digital and stationary full-range grocery retailer Kaufland, will also speak on the topic of e-commerce and the basics of online trading. On the Tuesday of the trade fair from 2.00 to 2.30 p.m. he will reveal in his lecture "Sales driver marketplaces - your successful B2C and D2C strategy for the marketplace Kaufland.de" what is important when selling on the marketplace and will give insights into the categories Home, Living & Dining. Trade visitors can experience this and other exciting lectures in the Conzoom Solutions Academy in Hall 4.0/Saal Europa.

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

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](#).

Press information & images:

<http://ambiente.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

Hashtags: #ambiente23 #ambientefair #welcomehome



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Leading international trade fair 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.

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 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

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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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