

ambiente

christmasworld

creativeworld

Chinese impulses for the future of retail – invitation to the Digital Academy's second edition

Episode 2 of the event series on 5 July 2023, 10:00 - 10:55 a.m.: Future Retail - Focus on China

Frankfurt am Main, 13 June 2023. What will be in demand in the future? And via which channels will the retail of tomorrow take place? The Digital Academy provides insights into the future of retail and takes a look at China. The second strongest economy of the world is considered a pioneer in retail, online as well as onsite. Moreover, according to a report by the International Monetary Fund (IMF) in May this year, the country turns to consumption e again since the reopening after the pandemic and is thus currently driving growth in the entire region. Beryl Hsu, Editor-in-Chief of AD China, and Wayne Xiang, founder of United Home and Likuai China, provide insights into a market of the future.

Under the title *Home & Art of Living in the East*, Beryl Hsu opens the doors to selected private flats and houses in China for the Digital Academy. By examples of contemporary interior design, she shows how Western consumer brands can complement Chinese lifestyle in order to create a harmonious style with a very own, unique signature. The editor-in-chief of AD China is considered a tastemaker in the Chinese market and the authority par excellence when it comes to good taste. She joined AD China in 2013, later founded AD Casa and has since then curated annual exhibitions on architecture, design, contemporary art and lifestyle.

With his key note on *Next Generation of Retail in China*, Chinese entrepreneur and market expert Wayne Xiang will cast a light on the development of retail channels and the market for household goods in China. His company United Home is the leading importer of household products in the domestic market and the first company to import European household products to China since 1997. With his company Likuai, which has 320 shops in 65 cities, Xiang has established the largest chain of shops in China that exclusively sells high-quality imported household products. Xiang has thus already enabled more than 100 European consumer goods brands to enter the Chinese market. As part of the Digital Academy, the entrepreneur shows internationally relevant changes in retail trends and takes a look at both online and stationary retail. How can European household goods brands gain a foothold in the Chinese market? This is what Xiang now explores in episode 2 of the Digital Academy. The expert anticipates developments and shares his experiences with the participants of the online event.

With the new Digital Academy, the three consumer goods fairs host regular target group-specific online events for exhibitors and visitors on meta-topics such as sustainability or the future of retail on a joint digital platform. The events take place every two months throughout the year, are available in German and English and feature key notes by experts with in-depth industry knowledge, food for thought and practical tips. Participation in the 55-minute events is free of charge. Registration for the Digital Academy is possible via <https://consumergoods.digital.messefrankfurt.com>.

Beyond the access to a host of key notes, manufacturers and retailers get added value on this platform: They benefit from the AI-supported matchmaking function during the year. This enables exhibitors and visitors to the consumer goods fairs to exchange business information throughout the year.

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

Ambiente/Christmasworld: 26 to 30 Januar 2024

Creativeworld: 27 to 30 Januar 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>

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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 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).

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* Preliminary figures for 2022