

## ambiente christmasworld creativeworld

### Trade fair trio on course for success: Ambiente, Christmasworld and Creativeworld set new records

**Frankfurt am Main, 26.01.2024. Bigger, more efficient and even more inspiring: That's how Ambiente, Christmasworld and Creativeworld will show up from 26/27 to 30 January in Frankfurt. With over 360,000 gross square metres, the three leading international consumer goods fairs will occupy more space than ever before at the Frankfurt exhibition grounds. 4,928<sup>1</sup> exhibitors present the latest trends and most innovative products. As the largest and most international networking and ordering platform, the one-stop shop for the consumer goods industry with 170 participating nations offers opportunities in challenging times – and focuses on the meta themes of design, digitalisation, new work and sustainability.**

"The event of superlatives consisting of Ambiente, Christmasworld and Creativeworld is one of the key drivers for Messe Frankfurt's continued growth. The trade fair trio has been fully booked for months – every last square metre of the Frankfurt exhibition grounds is occupied. 4,928 exhibitors will present trends and innovations on an unbelievable area of over 360,000 gross square metres – that has never happened before! This will be high-performance sport for all participants from 170 nations, our customers, Messe Frankfurt and the city of Frankfurt," said Detlef Braun, Member of the Executive Board of Messe Frankfurt, at the start of the international press conference to mark the opening of the three leading consumer goods fairs in Frankfurt. "However, it is not only size, but also efficiency, inspiration, knowledge transfer and internationality that are decisive factors for the long-term business success of all industry participants. True to the motto 'Celebrating Business Together', the three world-leading trade fairs together ensure the maximum possible impetus and new contacts. This is only possible here in Frankfurt," says Braun.

#### **The industry's leading event**

Right now, the international strength of Messe Frankfurt with its important industry trade fairs is of great importance as a beacon of hope for a global industry. The world of consumer goods is in a state of upheaval and there is uncertainty in the market and among consumers – be it due to high inflation rates, the energy crisis or local trouble spots with global repercussions. Exchange, orientation, new solutions and inspiration for trade and industry are more in demand than ever. "This is exactly what we build on and actively help to shape change in the market: As a driver and source of inspiration, a stage and showcase for new approaches and solutions. The trade fair trio combines supply and demand at an international level, provides inspiration, promotes personal encounters and new contacts, conserves resources and increases efficiency. For 2024, we have actively listened to the market, are responding more specifically to its needs and are opening up new growth potential," added Philipp Ferger, Vice President Consumer Goods Fairs

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<sup>1</sup> Total figures compared to 2023:  
4,534 exhibitors, 628 domestic / 3,906 foreign (=86% international)

Messe Frankfurt, in his opening speech. How has this been achieved? The key words are efficiency and optimisation: three additional hall levels in the Forum and Festhalle were activated for the future-oriented Ambiente Working segment alone. As a complete novelty, Kap Europa is establishing itself as a venue for events and award ceremonies. In addition, the space in the halls has been condensed to offer exhibitors more room for product presentations in both breadth and depth. To this end, the Global Sourcing area was also expanded and strengthened. "The major global players are on board at each trade fair – using the stage we offer here in Frankfurt. The one-stop shop for the global consumer goods world once again pools all the industry expertise: this is where the trends and industry topics are set and even more international business contacts are networked in one place and at one time. For 2025, we make further optimisations at the request of industry participants: Next year, Creativeworld will start at the same time as Ambiente and Christmasworld on the Friday of the fair, but will continue to run for four days," says Ferger.

### **Tailor-made supporting programme: Sustainability more important than ever**

Ambiente, Christmasworld and Creativeworld offer orientation in an increasingly fast-moving consumer goods landscape – which is being shaped and changed in particular by digitalisation, sustainability and New Work. These themes of the future run like a common thread through the exhibition halls. "We are launching an optimised, specifically tailored supporting programme – with theme days that reflect the areas of digital retail, sustainability and new work even more strongly and serve the visitor flows in a targeted manner. Our five Academies offer a tailor-made programme on all days of the trade fair, with opportunities for exchange, top speakers and valuable expertise for every target group," explained Julia Uherek, Vice President Consumer Goods Fairs Messe Frankfurt, in the discussion panel following the opening speeches. Above all, the topic of sustainability is no longer just optional: "Sustainability is clearly THE topic of the future. With our consumer goods trade fairs, we are pioneers in the market – as the trading centre for sustainable consumer goods. We want to make the topic visible with all our offerings – on site and online – expand it and constantly drive it forward. We are therefore delighted that we have once again been able to attract even more exhibitors to our Ethical Style sustainability programme this year. Together with them, we want to bring about change and a rethink towards a more sustainable consumer goods industry," emphasised Uherek. The Ethical Style sustainable customer guidance programme identifies ethically and environmentally friendly companies and brings supply and demand together in a targeted manner. Two Ethical Style spots on the site also provide inspiration for the design of sustainable product ranges at the POS.

### **New design highlights in the spotlight**

Ambiente Designer 2024 will provide an inspiring live trade fair experience: Milan-based product designer and artist Elena Salmistraro has designed a real eye-catcher with her creative special presentation: "The Lounge – A Serious Game" represents a public space at the interface between interior design and HoReCa. In Galleria 1, Salmistraro invites visitors to immerse themselves in her colourful world and offers a playful approach to the design of public, hybrid spaces. In addition to Salmistraro, other top designers and promising talents will be on site. Starting with Ambiente 2024, each year an up-and-coming design talent can claim the title of "Ambiente Designer" and design a special presentation under a defined theme from a selection of exhibitor products. In this way, Messe Frankfurt aims to specifically promote new business partnerships - especially in the future-oriented fields of HoReCa and contract business. In keeping with Frankfurt's status as "World Design Capital 2026", a designer community will be established with numerous

designers and young talents from Ambiente. The community can network, exchange ideas and meet future clients at various events.

### **The future of retail: sustainable, digital transformation**

Another hot topic is occupying the sector worldwide: digitalisation has long since arrived in trade and industry. But is it already firmly anchored in everyday practice? Alexander von Preen, digital transformation expert, CEO of Intersport Germany and President of the German Retail Association (HDE), who was also a guest at the panel discussion, provided answers to the question of the future of retail: "Retail is a pioneer in digitalisation and is developing into a technology industry. From the digitalisation of internal business processes to greater efficiency and resilience in logistics and the implementation of omnichannel strategies, there are many different approaches to personalising the shopping experience even further. The focus of retail is to continue to delight customers in the future. However, the ongoing crises are putting the brakes on investment. Many retail companies are currently unable to make the necessary investments. Securing the future viability of retail is therefore a major challenge that we as an industry can only meet together," says von Preen. Mimi Sewalski, Managing Director of Avocado-Store – Germany's largest sustainable online marketplace – was also part of the panel. The platform offers a green alternative for every commercial product. Retailers have to fulfil strict criteria to be allowed to sell their sustainable goods there. In the panel, she gives retailers tips for sustainable product ranges: "Because sustainability is often perceived as too complicated, many don't even dare to start. Every step counts – customers don't expect perfectionism, they expect transparency!" Following on from this, Uherek explained: "With our trade fairs, we would therefore like to offer guidance and assistance in order to place sustainable products more quickly in the product range and thus with consumers. Our Ethical Style programme serves as a catalyst for sustainability in the consumer goods industry. We will continue to support our exhibitors in their environmentally friendly product developments and provide broad, international platforms for this with our trade fairs."

### **A year-round business partner with digital services**

In order to promote and firmly anchor the meta-topic of digitalisation at the trade fairs, important online brands such as EK Retail, Kaufland and nmedia will present themselves in the Digital Retail area presented by nmedia. In Galleria 0, they will be available to answer retailers' questions and offer assistance, information and exciting opportunities for digital services that promote digital business in addition to brick-and-mortar stores. New retail technologies can also be experienced for the first time at the special presentation "DigitalMobil Handel" in cooperation with the Mittelstand-Digital Zentrum Handel. On site, technology experts will demonstrate digital applications in practice and provide initial ideas on how retail companies can further develop the shopping experience in line with customer needs with the help of technological solutions.

The future-oriented meta-themes are also strongly present during the year thanks to a wide range of digital offerings: the supplementary online platforms such as the retail hub Conzoom Solutions, the order platform nmedia.hub, the digital exhibitor and product search, the social media channels as well as smart matchmaking and exciting online events as part of the Digital Academy provide retailers with fresh impetus, an overview of relevant industry topics and the opportunity to place orders and network throughout the year. This enables retailers and suppliers to network beyond the trade fair itself in order to jointly expand (digital) retail and strengthen bricks-and-mortar retail. "Messe Frankfurt is proving itself to be a year-round business enabler and a reliable business partner for trade

and industry worldwide. We are the innovation platform for digital transformation," emphasised Uherek.

### **New industry communication under one roof: Conzoom Circle**

Messe Frankfurt organises around 30 industry events in the consumer goods sector worldwide every year. The new industry communication Conzoom Circle links all consumer goods trade fairs and formats and provides orientation and strong synergies for all players in the global consumer goods market in the areas of Interior, Table + Kitchen, Seasonal Decoration, Gifts / Beauty / Office, Stationery + Hobby / Kids and Pet Supplies. The transnational networking of industry players is future-oriented for exchange and cooperation in the global consumer goods market. Conzoom Circle will be launched and promoted as part of the trio of consumer goods fairs Ambiente, Christmasworld and Creativeworld 2024. More information under [www.conzoom-circle.messefrankfurt.com](http://www.conzoom-circle.messefrankfurt.com)

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:

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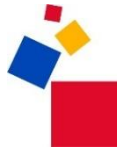
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