

ambiente **christmasworld** **creativeworld**

Sustainability in focus: "Ethical Style" with new spots on site at Frankfurt's consumer goods fairs

Frankfurt am Main, September 2022. The various facets of sustainability are the focus of the Ambiente, Christmasworld and Creativeworld consumer-goods fairs. This is achieved both with the Ethical Style programme, in which Christmasworld and Creativeworld exhibitors can now also participate, and with spots on the exhibition grounds, which put the spotlight on sustainable products in all their diversity.

Today, sustainability is a worldwide social and economic core topic with enormous reach and importance. More and more people are becoming more mindful and critical when shopping, are usually well informed and ask about the origin, manufacturing conditions as well as materials and background of the products on offer. A growing number of suppliers are adapting to this - parallel to this, the Frankfurt consumer goods fairs are continuing to focus on the topic of sustainability. This includes Ambiente's tried and tested Special Interest Ethical Style, which will also be featured at the Christmasworld and Creativeworld trade fairs in 2023. "Each of our consumer-goods fairs has its own aspects and focal points when it comes to sustainability. The Special Interest Ethical Style helps visitors to grasp this range in a more structured way and in all its diversity. Where else, if not at trade fairs, can so many companies present their sustainable products and solutions to such an international audience at the same time?", says Julia Uherek, Head of Consumer Goods Fairs.

As a curated selection, Ethical Style draws attention to suppliers who make a special contribution in the field of sustainability. Every exhibitor at Ambiente, Christmasworld and Creativeworld can apply for the programmes.

The deadline for applications is 18 November 2022.

Applications can be submitted in one or more of these six categories:

- Eco-Friendly Material
- Eco-Optimised Production
- Fair & Social Production
- Re-/Upcycling Design
- Handmade Manufacturing
- Sustainable Innovation

An independent jury of international experts decides which companies and products are included. The jury consists of Christina Bocher (DEKRA Assurance Services GmbH), Kees Bronk (CBI, centre for the promotion of imports from developing countries), Lutz Dietzold (German Design Council), Max Gilgenmann (expert for textile sustainability criteria), Sabine Meyer (Side by Side, Caritas Wendelstein Werkstätten) and Mimi Sewalski (avocadostore.de).

Ecologically and socially responsible exhibitors selected by the jury on the basis of their application will receive an Ethical Style mark in the online exhibitor search as well as a mark on their stand on site.

In addition, for the first time there will be four Ethical Style spots at the fair: one each in Ambiente Dining, Ambiente Giving/Living, Creativeworld and Christmasworld. There, trade visitors will find six theme islands on each of the above-mentioned categories, which will be equipped with exhibitors' products. The four special presentations provide both exhibitors and visitors with valuable inspiration for the point of sale and put a spotlight on sustainability. The focus is always on the aspect of diversity in sustainability, which is implemented and shown by small companies as well as top brands in the industry. At the same time, it is encouraged to create a transfer of knowledge and to open up new business contacts for the visitors.

You are an exhibitor and would like to participate?

Then register here:

Ambiente: <https://www.ambiente-application.com/ethical-style>

Christmasworld: <https://christmasworld.messefrankfurt-application.com/ethical-style>

Creativeworld: <https://creativeworld.messefrankfurt-application.com/Ethical-style>

Ambiente, Christmasworld and Creativeworld will in future be held simultaneously at the Frankfurt exhibition centre.

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

Press releases & images:

<http://ambiente.messefrankfurt.com/presse>

<http://christmasworld.messefrankfurt.com/presse>

<http://creativeworld.messefrankfurt.com/presse>

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/

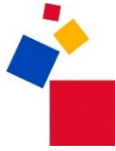
www.linkedin.com/company/christmasworldfrankfurt | <https://twitter.com/ChristmasworldF>

www.facebook.com/creativeworld.frankfurt/ | www.instagram.com/creativeworld.frankfurt/

www.linkedin.com/company/creativeworldfrankfurt | <https://twitter.com/Creativeworld>

Hashtags:

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#christmasworld23 #homeofconsumergoods #christmasbusiness
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**Your contact:**

Ina Gerbig
Tel.: +49 69 75 75-6082
ina.gerbig@messefrankfurt.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

www.messefrankfurt.com

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

Home of Consumer Goods – 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 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