

ambiente christmasworld creativeworld

Topic paper for the press conference on 24 January 2023 on the occasion of Ambiente, Christmasworld & Creativeworld

At the Ambiente, Christmasworld and Creativeworld consumer goods fairs, the meta themes of the consumer goods sector, above all sustainability, but also lifestyle and design, new work, future retail and digital expansion of trade, play the leading role in the framework programme of all three fairs. They are present everywhere on the exhibition grounds and offer a wide range of opportunities for inspiration. Here you will find an overview of the most important topics, highlights and contacts.

The top themes:

- Sustainability
- New Work
- Digitalization
- Messe Frankfurt as business promoter of the region

Sustainability | *Meta theme: Sustainability*

More and more consumers want to know how products are made. What materials were used? Does the production method meet social and ethical standards? How does the manufacturer deal with the issue of recycling and packaging? This is also shown by the Consumer Barometer of KPMG from 2022: 81 percent of Germans rate this topic as important or very important. In the search for more environmentally friendly and sustainable alternatives, many people are becoming more critical in their purchasing decisions and are placing increasing value on the origin, material and manufacturing conditions of products.

In a survey conducted by the Statista Research Department 2022, 84 percent of German consumers said they would like it if returns were not allowed to be destroyed. Three quarters said that online retailers should use more sustainable packaging materials, and around a third said that they inform themselves about the sustainability activities of retailers before making a purchase. The Google Omnichannel Excellence Study 2022 also concludes that sustainability is increasingly in demand.

As a result of this rethinking, the subject of sustainability is also becoming increasingly important for many companies. Ambiente, Christmasworld and Creativeworld have been picking up on this meta trend for years and, with their framework programme and special presentations as well as the Special Interest "Ethical Style", are a central international trading hub for sustainably produced consumer goods.

You can find more information here:

[lfo-Schnelldienst 2018-02_E 16-03 \(messefrankfurt.com\)](#)

What does Messe Frankfurt do as a company?

- **[Sustainable Development Goals](#)**
Messe Frankfurt has been a member of the United Nations Global Compact since 2010. The four fields of action are: social responsibility, environment and sustainability, education and science, and commitment to culture and sport.
- **[Messe Frankfurt achieves the bronze medal in the Environmental-Social-Governance \(ESG\) rating](#)**
Messe Frankfurt achieves the bronze medal at the first attempt. This puts it among the 50 percent of the best-rated companies surveyed by EcoVadis, the world's largest provider of corporate sustainability ratings.
- **Accente gastronomy of the trade fair: Green Catering**
Since 2013 Accente has been offering the sustainability initiative Green Catering with regional products and less packaging. The distances are short because Accente is located directly on the exhibition grounds with production, logistics and service. Deliveries are made with electric vehicles.
- **In addition:** Messe Frankfurt has switched one hundred percent to **green electricity** for its power supply in 2020. Since 2019, it has been a **partner of the Conscious Fashion Campaign (CFC)** and the **United Nations Office for Partnerships (UNOP)**. Already in 2017, the Frankfurt location was awarded the EU-wide recognised **seal by the Allgemeiner Deutscher Fahrrad-Club (ADFC)**. And Kap Europa was the first congress centre worldwide to be awarded the **platinum certificate of the German Sustainable Building Council (DGNB)**.

Sustainability at Ambiente, Christmasworld and Creativeworld:

- **Ethical Style**
The Ethical Style programme identifies exhibitors whose environmentally friendly and ethically produced products are considered particularly sustainable and thus makes it easier for visitors to find products that are relevant to them. This year, for the first time, the proven Special Interest Ethical Style will also be available at the Christmasworld and Creativeworld trade fairs.
- **Ethical Style Spots / Tours** (*Galleria 0 (middle) / Foyer Hall 3.1 / Hall 6.1 / Foyer Halle 1.1*)
At the four spots, trade visitors will find theme islands stocked with exhibitor products from small companies to top brands in the industry.
- **Circular Materials for Future Dining** (*Hall 11.0 Foyer North*)
Whether citrus fruit peels, fish scales or trace elements from algae: Material innovations at the interface between biology and classical material technologies are currently being driven forward worldwide. The special presentation shows the great potential these have for table culture.

- **Creative Impulse Awards / Category Sustainability Award (Hall 1.1, B1)**
In 2023 eight products were submitted in the sustainability category. The three first-place winners will be presented in the special presentation of the Creative Impulse Award.
- **Trend Area (Ambiente/Christmasworld in the foyer Hall 4.1 and Creativeworld Hall 1.2, B61)**
The meta theme plays an important role in the trend presentations at Ambiente, Christmasworld and Creativeworld. At Creativeworld in particular, the trend themes explicitly deal with recycling and upcycling.
- **Conzoom Solutions Academy (Hall 4.0, Hall Europa)**
Digitalisation and climate change are changing the consumer goods industry. On all five days of the fairs, experts from various disciplines will discuss the challenges facing the retail sector and provide answers to current questions on the lecture stages in Hall 4.0/Hall Europa. Here we recommend the lecture by Hon. Prof. Dr. Sascha Peters on "Consumption in a Cycle".
- **Remanexpo + Academy (Congress Center)**
Here you can discover the latest developments in recycled printer supplies.
- **Sustainable Office Day (on 04. February / Hall 3.1)**
The Sustainable Office Day is organised by the Bundesdeutscher Arbeitskreis für umweltbewusstes Management e.V. (B.A.U.M.) in cooperation with Messe Frankfurt. Practical examples and approaches to solutions for the "green office" will be presented as part of this theme day. In addition, the winners of the "Büro & Umwelt 2022" competition will be honored in the afternoon.
- **Ambiente-Exhibitors WFTO (Hall 10.1 FOY02) and Made51 (Hall 3.0 F40)**
"Beyond Beautiful" is a concept developed by the World Fair Trade Organization (WFTO). This is a curated collection of handcrafted products from verified Fair Trade businesses in the WFTO community. It promotes the work and stories of global artisans and provides a new sourcing opportunity for retailers and importers looking to expand their fair trade offering.
MADE51 is a brand founded by UNHCR, the United Nations Refugee Agency, with the main goal of connecting refugee artisans to global supply chains. MADE51 works with talented refugee artisans around the world and is supported by local social enterprises to develop a collection of design-led home accessories, fashion accessories and gifts.

Your contact persons for this topic at the fairs:

Jury members Ethical Style

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More experts:

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Winners of the sustainability award Creative Impluse Award (will be announced 4 February)

Trend bureau Bora.herke.palmisano, e.g. *Claudia Herke*, trend expert, claudia@stilbuero-bhp.de

All companies that are labelled with the Special Interest Ethical Style mark, can be found via the exhibitor search of the events

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New Work | *Meta theme: New Work*

Especially since the beginning of the pandemic, working has changed dramatically and the demand for new working models has risen rapidly. According to a study by the Ifo Institute, Germans now work at home an average of 1.4 days per week. This change poses new challenges for employees as well as employers and at the same time motivates the development of new approaches and solutions.

The combination of home and office, lifestyle and workstyle will continue to define our living and working environments in the future. Innovative products are reaching market maturity, new offers are being positioned and the demand behaviour of consumers is changing. The new Ambiente area Working reflects this development - starting from classic office supplies to office furnishings and equipment to concepts for modern working environments. The Future of Work programme points open up completely new and unique perspectives and thus potential for exhibitors and visitors.

New Work at Ambiente:

- **Future of Work area** (*Hall 3.1, B90*)
The new Future of Work area focuses on the modern office and its equipment. It includes concept presentations on the topics of office space, collaboration and home office. In these, curated products from exhibitors on the respective topic are put together in a future-oriented setting and modern workspaces are presented.
- **Future of Work Academy** (*Hall 3.1*)
This year, the new Future of Work Academy lecture programme will take place for the first time. On all five days of the fair, industry experts will speak about trends and current developments in the workplace of the future and offer valuable impulses for innovative office spaces, especially to planning experts from the fields of architecture, interior design, office planning and facility management.

NEXT promotional area on the subject of Home Office, Co-Working spaces, Collaboration (*Hall 3.1*)

Right next to the Future of Work area, visitors will find the NEXT Working promotional area. Here, young creative start-ups present innovative and design-

oriented solutions and products for office spaces, co-working spaces, collaboration and home offices.

- **Ambiente Trends** (*Ambiente/Christmasworld Trends in the foyer of Hall 4.1*)
Ambiente Trends 23+ offers an overview of innovations from the entire consumer goods sector. Included for the first time are trends around New Work and the modern workplace.
- **Ambiente Blog** - ambiente-blog.com
The Ambiente Blog offers exclusive insights on the topic of working. In an interview with the Ambiente Blog, Peter Ippolito, architect and thought leader in the field of New Work, answers the question of what "new working" actually means for architecture, design and the product world.

Your contact persons on this topic at the fairs:

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Digitalisation | *Meta themes: Digital Expansion of Trade /Future Retail*

The whole world is talking about digitalisation. Messe Frankfurt's additional digital services make participation in the events even more efficient with further offers for exhibitors and visitors. After all, industry ecosystems that adapt to changing requirements, shortened innovation cycles and dynamic supply chains need flexible touchpoints - on-site and digital.

- **Digital Extension** – Before, during and shortly after the three leading trade fairs
The answer to the digital future of trade fairs is Digital Extension, which is available to all participants for smart and efficient matchmaking even before the events.
- **Three Online-Pre-Events** 45 minutes each: 24 January / 26 January / 30 January
Three pre-events will be offered as part of Digital Extension, providing valuable industry knowledge with top speakers Ken Hughes, Theresa Schleicher and Sanjay Sauldie.
- **Guided Tours**
Under the moderation of Marilyn Repp, Deputy Managing Director of the Mittelstand-Digital Zentrum Handel of the German Trade Association, a varied 1.5-hour content stream programme is on the daily agenda - consisting of a mix of

guided tours followed by live questions to the respective guide, a live keynote and a trend lecture on the Ambiente, Christmasworld or Creativeworld trends by the trend bureau Bora.Herke.Palmisano.

- **Digital Retail presented by nmedia** (Galeria 1):
Here, strong online brands, Ebay, EK Service Group, Kaufland Global Marketplace, nmedia and Interxion for the first time will show how digital business can be successfully established and professionally operated alongside stationary trade.
- **Conzoom Solutions Academy** (Hall 4.0/Hall Europa)
Digitalisation and climate change are changing the consumer goods industry. On all five days of the fairs, experts from various disciplines will discuss the challenges facing the retail sector and provide answers to current questions on the lecture stages in Hall 4.0/Hall Europa.

Messe Frankfurt's digital offerings during the year

- **nmedia.hub** (Order- & content platform)
With nmedia.hub, formally Nextrade, we support and lead the digitalisation of retail. The order and content platform was created in 2019 and has quickly become the industry standard. Today, more than 400 brands are on the platform with their products and offers, enabling retailers to order digitally and obtain up-to-date product and image data. Around 20,000 retailers are already on the platform and benefit from it.
- **Conzoom Solutions** (Content platform)
With Conzoom Solutions, Messe Frankfurt offers a practice-oriented, cross-national online platform specifically for the retail sector. There, retailers - whether stationary, pure players or multichannel suppliers - will find comprehensive insider knowledge, valuable expert lectures and seminars as well as PoS activities that can be used in the specialty shop on site.
- **Online-Events**
At regular intervals, Ambiente, Christmasworld and Creativeworld organise online events on topics relevant to the sector. At these events, experts talk about the latest trends and developments in the retail sector and provide further impulses for onsite and online business.

Your contact persons on this topic at the fairs:

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Messe Frankfurt as business promoter of the region

Messe Frankfurt sees business development as its mission for the city and the region: we train, offer secure jobs, support a wide range of social projects and are a strong economic driver. Messe Frankfurt's extensive domestic event portfolio pays enormous dividends in terms of Germany-wide indirect returns. The Corona years have shown Messe Frankfurt's relevance for the region and international trade fair venues. The restart has been successful. Now things are looking up again for hotels, gastronomy, taxi companies and many more. In the pre-Corona years, the entire range of products and services under the Messe Frankfurt umbrella generated a Germany-wide indirect return of 3.6 billion euros in purchasing power, 33,260 jobs were secured nationwide and 657 million euros in tax revenue were generated nationwide (as of 2018).

You can find more information here:

[lfo-Schnelldienst 2018-02 E 16-03 \(messefrankfurt.com\)](#)

Statements on this topic:

Thomas Feda, CEO of Tourismus+Congress GmbH Frankfurt am Main:

"We look forward to 2023 with confidence and are pleased that important congresses and trade fairs, such as Ambiente, Christmasworld and Creativeworld, can once again be planned and held without restrictions. Events of this kind are an important driver for the economy of our city and the Rhein-Main region. They contribute to the revival of the hotel and gastronomy industry, which has suffered greatly in the last three years. The retail trade and the cultural and leisure segment also benefit from a strengthened trade fair location. After all, it is our declared goal that visitors will come back to the city later, beyond the trade fair period, for private reasons".

Kerstin Junghans, Deputy Chief Executive DEHOGA Hessen e.V. and CEO DEHOGA office Frankfurt Rhein-Main:

DEHOGA Hessen, the Frankfurt am Main district association, is pleased that the start of the Ambiente, Christmasworld and Creativeworld 2023 consumer goods fairs in Frankfurt has set the signals in the right direction again. It is extremely important to the hospitality industry association that Frankfurt is strengthened as a MICE destination in the national and international perception. "After the crisis years, which hit the hotel and catering industry in particular, it is extremely important that the trade fairs and congresses boost business travel tourism again," emphasises Robert Mangold, Chairman of DEHOGA Frankfurt. "The trade fairs are an important economic factor for the city's image as well as for the overall structure of all tourism profiteers in Frankfurt and the Rhein-Main region."

Angelika Heyer, CEO Frankfurt Hotel Alliance:

"The new format of the three leading international trade fairs is an innovative platform for the global consumer goods world. A forward-looking concept that underlines Frankfurt's importance as a top event location and offers attractive offers and inspiring perspectives for visitors from Germany and abroad."

Your contact persons on this topic at the fairs:

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