

news +++ Ambiente/Christmasworld/Creativeworld  
07 to 10/11 February 2025

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## Condensed expert knowledge to go: Conzoom Solutions Academy with inspirational fresh business impulses

**Frankfurt am Main, November 2024. The challenges in the market are increasing, geopolitical tensions are intensifying and insolvencies are changing the retail landscape. At the same time, new opportunities are emerging via artificial intelligence or circular design approaches. This requires new business impetus and the courage to break new ground. At the Conzoom Solutions Academy, renowned experts bring their knowledge to the stage and initiate new ideas. Trends and tips for sales-boosting and sustainable product ranges as well as more experience factor at the point of sale are also on the agenda.**



The experts at the Conzoom Solutions Academy in room Europa, Hall 4.0, provide fresh business impetus. photo: Messe Frankfurt/Pietro Sutera

From 7 to 11 February 2025, trade buyers and designers at Ambiente, Christmasworld and Creativeworld can look forward to a packed program at the Conzoom Solutions Academy. With a wide variety of focal points and theme days, the lecture stage will be the hub for the future of the consumer goods world. All award ceremonies will take place on Friday, the **Opening & Awards Day** - including, for example, the Plagiarius, the Hessian State Prize for German Arts and Crafts and the German Design Award. Saturday will be **Designer Day** - especially for the Ambiente Designer Community. For the first time in cooperation with the German Design Council, for example, an exciting panel discussion on "Circular Design - Visions and Challenges" will start from 12:30 to 13:00. A special highlight will be the contribution by Ambiente Designer 2025 Fabian Freytag from 15:30 to 16:00, he will talk about his interpretation of the project "The Lounge" and reveal what he believes is essential for future hospitality spaces, followed by the get-together for the designer community.

Annetta Palmisano, stilbüro bora.herke.palmisano, invites you to the daily trend briefing (from Saturday on!). She will present the Ambiente and Christmasworld Trends 25+ and must-haves in terms of colors, shapes and materials for the coming season from 11:00 to 11:30.

Sunday and Monday are the **Future Retail Days**, which focus on the opportunities for retail, digital transformation and generational change. For instance, on Sunday from 14:45 to 15:15, Sharon Yourell Lawlor, Managing Director of Think Plan Do Consulting, will be speaking on the topic of “Redefining retail: How modern shoppers are shaping tomorrow’s trends”. The global retail strategist is convinced that a shopper-centric approach is driving innovation in design, sustainability and experiential commerce. She shares her insights to achieve more effective business results.

Björn Ognibeni is also dedicated to the omnipresent topic of artificial intelligence. The freelance management consultant focuses on the opportunities of digital transformation for corporate management, product development and marketing & sales. As strategic director of the XR Lab at the University of Münster, he is currently researching the potential of virtual realities for companies and brands. In his presentation on Sunday from 12:30 to 13:00 on “AI, Fun & Social”, he will discuss how we can rethink online retail with ideas from Digital China. On Monday, from 14:00 to 14:30, he will build on this with “Re-Thinking E-Commerce - Temu, Shein & TikTok, the beginning of a new e-commerce era?” and present new solutions. Participants will gain valuable insights into what they can learn from digital innovations in China and which success factors Western companies can adapt for their own digital strategy.

Finally, Tuesday will be **Sustainability Day** with a special focus on the meta-topic of sustainability. To round off the day, there will be a guided tour of the three trade fairs from 12:30 to 14:00 with Kees Bronk to showcase exemplary sustainable concepts. The owner of GoodOpportunity (GO!), market researcher and export coach for developing countries and member of Messe Frankfurt's Ethical Style jury will present selected exhibitors with innovative concepts in the field of ecological and social sustainability. The curated Ethical Style program at Ambiente, Christmasworld and Creativeworld gives more visibility to companies and products that focus on sustainability and brings supply and demand together in a targeted manner.

A visit to the Conzoom Solutions Academy is therefore worthwhile for anyone who wants to shape the future of the industry - with new inspiration and in-depth industry knowledge. The entire event program is available online at [ambiente.messefrankfurt.com/events](https://ambiente.messefrankfurt.com/events), [christmasworld.messefrankfurt.com/events](https://christmasworld.messefrankfurt.com/events) and [creativeworld.messefrankfurt.com/events](https://creativeworld.messefrankfurt.com/events) and is updated on an ongoing basis.

News, expert insights and inspiration are also available on the retail hub [Conzoom Solutions](https://conzoom.com). The online platform for retailers provides year-round access to valuable industry knowledge and practical tips for the point of sale.

#### **Next trade fair dates:**

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are equalised.

Ambiente/Christmasworld:  
NEW: Creativeworld:

7th to 11th of February 2025  
7th to 10th of February 2025

**Note for journalists:**

Discover trends, styles and personalities in the [Ambiente Blog](#) and other news, expert knowledge and ideas for the retail sector on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

**Press releases & images:** [ambiente.messefrankfurt.com/press](https://ambiente.messefrankfurt.com/press) | [christmasworld.messefrankfurt.com/press](https://christmasworld.messefrankfurt.com/press) | [creativeworld.messefrankfurt.com/press](https://creativeworld.messefrankfurt.com/press)

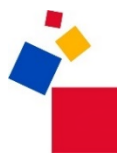
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