

Press release

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Consumer Goods Digital Day: register now free of charge and join live on 20 April 2021

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First-class lectures, workshops and panel discussions - the Consumer Goods Digital Day awaits with an exciting digital live conference programme on 20 April 2021: Keynote speaker Sanjay Sauldie and numerous industry experts will discuss valuable approaches to solutions and ways out of the crisis. Those who would like to attend can register now free of charge via the ticket shop and get to know the digital platform and exchange ideas with international business partners as early as 13 April 2021. Orders can be placed at any time via Nextrade.



Register now free of charge via the ticket shop and get to know the digital platform from 13 April 2021 and use it for business success. This is how participants can benefit the most from the future-oriented live programme on 20 April 2021. Photo: Messe Frankfurt

The Consumer Goods Digital Day is aimed at everyone who works in the consumer goods sector. In particular, all trade buyers and exhibitors at Ambiente, Christmasworld, Creativeworld and Paperworld, who had to forego their leading trade fairs this year due to the pandemic. It offers the entire consumer-goods sector a future-oriented live conference programme that highlights current challenges and, above all, opportunities for the stationary trade. The aim is to provide participants with valuable information and orientation for the "new" everyday business life in and after the pandemic. "Of course, the Consumer Goods Digital Day does not replace personal encounters at our trade fairs, but it satisfies the hunger for inspiration, business exchange and

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ordering opportunities at the highest level. In this way, it delivers exactly what the industry needs to move forward in these volatile times", says Julia Uherek, Group Show Director, Consumer Goods, Messe Frankfurt Exhibition GmbH. The conference programme is scheduled from 10 a.m. to 8 p.m. (CET) and will be broadcast simultaneously in German and English.

The digital platform will go live on 13 April 2021. Interested parties can register now free of charge via the ticket shop. They will then automatically receive an email with the access data so that they can complete their profile online, get to know the platform in advance and familiarise themselves with the technical features and possibilities. For example, a direct exchange among participants via chat or video is also possible one week before the event. During the event, questions can be asked, which the moderator Zackes Brustig will take up. At the same time, Nextrade offers the opportunity to place direct orders with more than 300 companies at any time.

Stage for strong speakers and an exciting live programme

The Consumer Goods Digital Day offers all participants from different time zones exciting live streamings with valuable insights and tips for daily business.



Clear the stage for first-class speakers and exciting contributions at the Consumer Goods Digital Day on 20 April 2021. The conference programme is available online. Photo: Messe Frankfurt

The agenda includes trend and practice-oriented lectures, workshops, panel discussions and live interviews, e.g. with trend scouts Claudia Herke and Annetta Palmisano of stilbüro bora.herke.palmisano on the Ambiente, Christmasworld and Paperworld Trends 2021/22.

The content revolves around the questions: How do customers return to stationary shops and city centres after Covid? Which online strategies are essential? How can trends and the emotionalisation of shops be best implemented now? Other speakers include Amanda Farr, Frederik Gottschling, Nikolai Gruschwitz, Boris Hedde, Gabriela Kaiser, Jaye Anna Mize, Sanjay Sauldie, Klaus Schmelzeisen, Susanne Sorg, Stefan

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Suchanek, Marilyn Repp, Marcel Rösel, Silvia Talmon, Claus Tormöhlen, Anne Lisa Weinand and Daniel Zoll.

Some highlights and statements in advance as a foretaste:

The multiple award-winning management consultant and keynote speaker **Sanjay Sauldie** opens the day with a plea to actively shape the digital transformation. "Retail in city centres must put the shopping behaviour of customers at the centre of all decisions and strategically embark on this journey," says the director of the European Internet Marketing Institute EIMIA and expert on the topics of disruptive innovations and digital transformation. His lecture "Retail 4.0: Digitalisation and the stationary trade - friend or foe?" uses practical examples to show which means companies can use to help shape the future in Retail 4.0 without becoming victims of digitalisation.

In his contribution to the city centre study "Vitale Innenstädte 2020" (Vital City Centres 2020), **Boris Hedde**, Managing Director of the Institut für Handelsforschung Köln (IFH) (Cologne Institute for Retail Research), discusses what 58,000 city centre passers-by in Germany interviewed in September 2020 think are the most important parameters for shaping city centres after the Corona crisis. His approach: "Please always act empirically and systematically at the local level. Those who want to shape the future of city centres with actionism have already lost at the starting point".

In her lecture "Corona - Managing the New Normal", **Anne Lisa Weinand**, Head of ECC Cologne, reveals what "the new normal" looks like in the retail world on the basis of exclusive and cutting-edge consumer and marketing insights and gives practical recommendations for action. It outlines where the online journey is heading in 2021 and what stationary retailers can actually do to counter this.

"With the Corona pandemic, a tsunami is currently sweeping over the retail world that demands immediate change: change through the new way of shopping, change in the design of retail-related value creation and change in local cooperation. There cannot and will not be more of the same," says Weinand.

Marilyn Repp, Project Manager Mittelstand 4.0 Kompetenzzentrum Handel HDE, agrees with this tenor. In her opinion, the accelerated digital transformation divides the industry into trailblazers and outcasts. How participants belong to the first group is shown in her presentation "Four building blocks of success: trends in retail - come to stay". Her call to the industry: "Get out of the comfort zone - into the future topics of retail."

Sustainability is one of the most important topics for the future.

"Sustainability is no longer a niche lifestyle. The megatrend is changing the way we think and act and ushering in a change in values. Those who rely on business as usual will fall by the wayside in the medium term," says **Silvia Talmon**, Executive Creative Director, The Retail Academy. In her lecture, she will address the question of how companies can turn the topic into a holistic business principle. To this end, she will present

particularly sustainable retail concepts as well as visionaries and derive sustainable starting points for retail from them.

Marcel Rösel, project manager of Handelsverband Hessen e.V. and handel.digital, shows in his contribution "Understanding and using marketplaces" ways to bring together local business and the sales channel "online marketplace". He sharpens the participants' focus on making the best possible use of the large market potential and identifying the right marketplaces for themselves. He also gives recommendations on assortment strategies, pricing and quick implementation.

How does social commerce work? **Katja Heinemann**, Akademie der Deutschen Medien, offers a compact introduction to the topic, leaving no question about Instagram, Facebook, Pinterest & Co unanswered. She gives concrete tips on success factors in the planning and implementation of social commerce activities.

The panel discussion "Consumer Insights: Connecting the dots between consumer needs and future products" by the renowned trend research agency from New York/USA Fashion Snoops will be the final highlight. It builds the bridge from current consumer needs to future products. **Jaye Anna Mize**, Vice President of Home and Furnishings and **Amanda Farr**, Home & Interiors Editor at Fashion Snoops, will present three important changes in consumer lifestyles. They title the three lifestyles "Re-wilding", "Transient Lifestyles" and "Wellness Sanctuary". What is behind them? What do these changes mean for the consumer goods industry? What product and range extensions are necessary? This will be discussed together with industry experts.

Interested in further topics? The conference programme is available online at consumergoodsdigitalday.messefrankfurt.com/events.

After the event, individual presentations will be available on the Conzoom Solutions knowledge platform.

Further information and details:

consumergoodsdigitalday.messefrankfurt.com

Journalists worldwide are also cordially invited to attend free of charge on 20 April 2021. Registration for the Consumer Goods Digital Day takes place via the ticket shop.

Press releases:

consumergoodsdigitalday.messefrankfurt.com/press

Nextrade – the digital marketplace

The new digital order and data management system Nextrade for suppliers and traders in the consumer goods industry extends the trade fair and enables orders to be placed at any time of the day or night, 365 days a year: www.nextrade.market.

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Conzoom Solutions - the platform for retailers

The knowledge platform Conzoom Solutions offers the consumer goods trade a wide range of services such as studies, trend presentations, workshops or instructions for the point of sale. It

provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and bundles information for the trade.

www.conzoom.solutions

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

* preliminary figures 2020