

Christmasworld

Fulfil “coming home for business” promise across the board

Tuesday, 04.02.2020



Foto: Christmasworld

The Frankfurt consumer goods fairs Christmasworld, Paperworld, and Creativeworld launched the new business season with relevant industry topics. 3,051 exhibitors from 74 countries presented their new products for decoration, festive décor, paper, office supplies and stationery, as well as hobby, crafts and artists' requisites to the national and international trade.

The three leading international trade fairs attracted around 84,000 visitors from 163 countries² to the Frankfurt exhibition grounds with numerous innovations, unusual product presentations, and a future-oriented complementary programme. "In addition to the industry-specific future topics, it is the high degree of internationality and the outstanding visitor quality that make the trade fair trio an indispensable platform for industry and trade. Our trade fairs bring the global players in the industry together in one place - this personal contact is the key to success for the entire consumer goods industry in the digital age," says Detlef Braun, Managing Director of Messe Frankfurt.

Atmospheric start into the new season

At Christmasworld, 1,091 exhibitors from 50 countries (216 from Germany and 875 from abroad)³ made a convincing impression on the international retail trade with their new products and presentations for seasonal and festive decorations. A total of 43,945 visitors from 128 countries (15,276 from Germany and

28,669 from abroad) came to place their orders for the latest trends and gain inspiration to create new designs at their points of sale.

"As the leading trade fair, Christmasworld is a reliable partner and driving force for the international decoration and festive articles sector. Together with the products and services offered by our exhibitors and future-oriented themes in the complementary programme, the trade is entering the new business season stronger than ever before. This is particularly evident from the optimistic mood in the exhibition halls", says Julia Uherek, Group Show Director, Consumer Goods at Messe Frankfurt Exhibition GmbH.

Exhibitors are delighted with well-filled order books, as the over-the-counter trade sold well over the recent Christmas season and has now stocked up on new products. Eckart Wurm, President of G. Wurm GmbH + Co KG, puts it in a nutshell. "Christmasworld 2020 was the best fair in 50 years. This is where you find the best buyers, both national and international. Our export business in particular has boomed. We are over the moon. Sensational."

That ordering patterns were significantly stronger during the fair (the level rose from 59% to 64%) was also confirmed by exhibitor surveys. "We have been exhibiting at Christmasworld for twelve years and they were all good. Now, the ordering behaviour has increased again, especially among German buyers, but we also had visitors to our stand from Italy, France, the Netherlands and Russia - and buyers from small shops as well as large chains and garden centres", says Michael Gozeling, Chief Executive Officer of Christmas Inspirations B.V.

Hamid Yazdtschi, Managing Director of Gilde Handwerk Macrander GmbH & Co. KG adds: "For us, Christmasworld is the fair for reaching new as well as existing customers. The Internet has not yet reached the point where it is possible to digitally convey the look and feel of products to customers. In this sense, Christmasworld is a real working fair for us. It's where we can present our products in a fitting way, and it's where orders are placed and business is done. That makes it unbeatable."

Fulfil "coming home for business" promise across the board