

Christmasworld

Positive signal: over 670 registrations for Christmasworld 2021

Tuesday, 07.04.2020



Foto: Christmasworld

Despite coronavirus and the emergency situation world-wide, by now more than 670 exhibitors have decided to attend Christmasworld in Frankfurt am Main from 29 January to 2 February 2021. This means that 90 percent of the exhibition space is already filled.

This underlines the fact that the consumer-goods sector is looking optimistically towards the time following the corona crisis. In this mood the encounter format of a trade fair is playing a decisive role in re-launching from a position of strength into the new season of 2021. "Our exhibitors and visitors can benefit from personal interchange at Christmasworld 2020, until our lives have reached normality again. Until then it is a matter of survival for our high-street retailers that they should serve their customers online as well", says Eva Olbrich, Christmasworld Director at Messe Frankfurt Exhibition GmbH.

Exhibitors already registered for Christmasworld 2021 include Blachere Illumination (France), Boltze Gruppe GmbH (Germany), Decostar B.V. (Netherlands), Due Esse Christmas srl (Italy), EDG Enzo De Gasperi (Italy), Gilde Handwerk Macrander GmbH & Co. KG (Germany), Gnosjö Konstsmide GmbH (Germany), Hoff-Interieur GmbH & Co. KG (Germany), Inge's Christmas Decor GmbH (Germany), Ilm x by Ximenez Group (Spain), Koopman International B.V. (Netherlands, Shishi AS (Estonia und Gebr. Steinhart Wachswarenfabrik GmbH & Co. KG (Germany).

Looking forward together

"We are glad to see this major response – particularly in the current situation, which is impacting so negatively on both business and society world-wide. The whole team at the fair will be doing everything they can to offer our customers at the end of January 2021 a valuable and reliable business platform once again", adds Olbrich.

Now we must work together to find new, creative paths out of the extremely critical economic situation, for marketplaces and consumption are increasingly shifting online. In the search for business contacts, for instance, assistance will be found in the online exhibitor-search facility at christmasworld.messefrankfurt.com.

And just another ray of light: when social life revolves around the narrowest circle of family and friends, sociability gains a new value. And we are justified in hoping that our Christmas goods will get into the shops, a little late perhaps, but in good time. However uncertain all plans must be, Christmas will still take place.

You will find all information on every aspect of Christmasworld 2021, including prices and terms and conditions, at: www.christmasworld.messefrankfurt.com

Christmasworld 2021 will take place from 29 January – 2 February.

Positive signal: over 670 registrations for Christmasworld 2021