

Nextrade at Ambiente 2020

Over 800 global leads in five days

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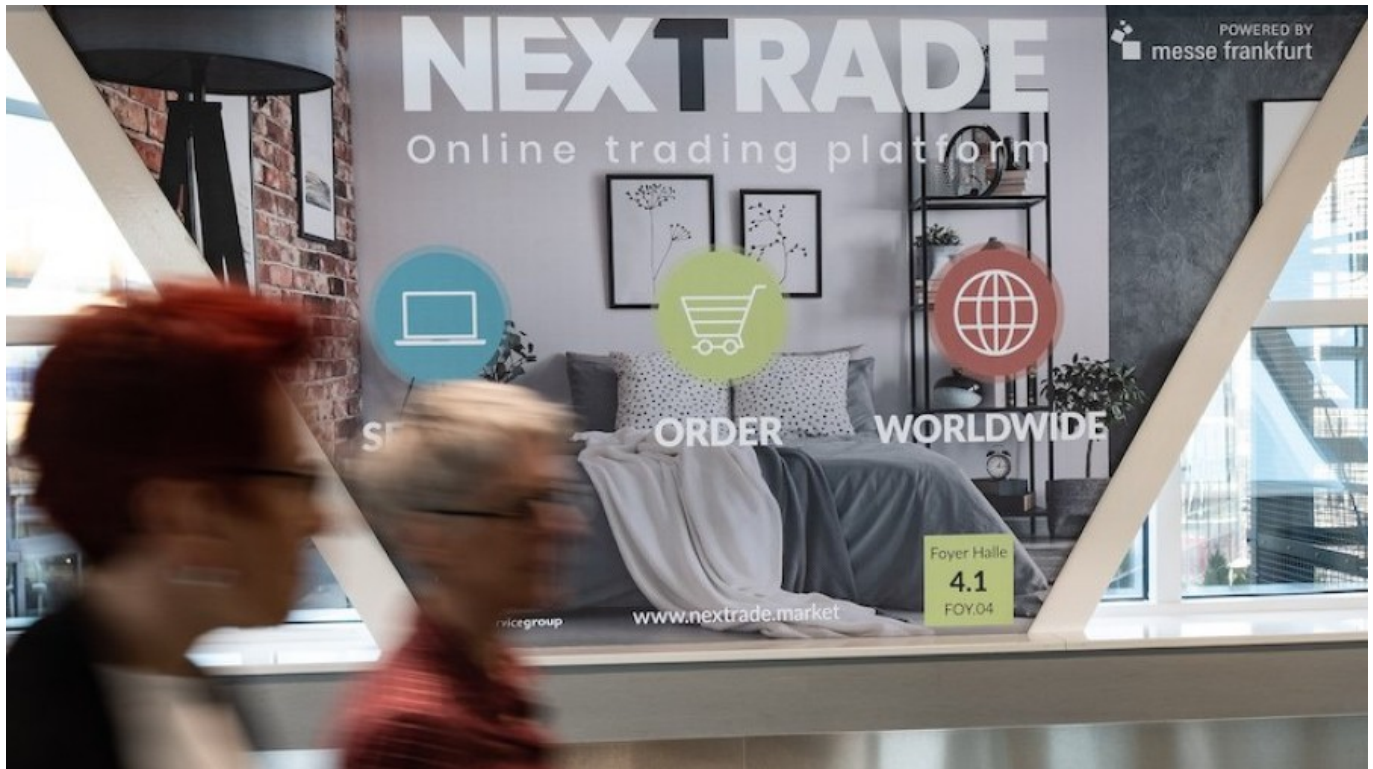


Foto: Ambiente/Messe Frankfurt

With over 800 high-quality leads from across the entire world, the digital B2B marketplace Nextrade has achieved an international breakthrough at Ambiente 2020. Thanks to the order and data platform, any retailers who could not travel to the world's leading trade fair on account of the coronavirus or Storm Ciara have a free opportunity to place orders with Ambiente's top brands even after the trade fair.

The international rollout had a successful start: On all five days of Ambiente 2020, the Nextrade sales team was engaged in global networking with exhibitors in all three product groups – Dining, Living and Giving. A large number of international companies showed considerable interest in opening their own shops on this first B2B platform for the home and living industry. "The Nextrade team was active throughout Ambiente. Within five days, we have generated over 800 high-quality leads. In addition, we had numerous in-depth conversations at the Nextrade stand, talking to visitors from the entire world. The team is currently working flat out, integrating new suppliers into Nextrade," says Philipp Ferger, Tendence and Nordstil Group Show Director and CEO of nmedia.

The network effects of digital platforms also apply to Nextrade: The more there is a combination of supply, demand and relevant information in this marketplace, the greater the benefit for both retailers and suppliers. In 2019 the digital marketplace showed how much progress can be made within the shortest possible time if existing networks are mobilised and synergy effects are leveraged. Following a three-month pilot phase, Nextrade has now been operating completely since the end of October, so that

registrations are open to both suppliers and retailers. Nextrade is free for retailers. Within a few weeks of the launch, the product range on the supply side had already doubled: by the end of 2019 Nextrade listed over 60 suppliers offering 120,000 articles. The digital marketplace continued to grow at the beginning of the year, with 110 suppliers currently active on Nextrade. Since it was rolled out internationally at Ambiente 2020, retailers have registered from as many as 26 countries.

Ambiente 2020: Nextrade as an opportunity for visitors who could not attend the show

As the first order and data platform for home and living products, Nextrade is setting new standards in bringing together supply and demand. It therefore has a major hand in shaping the digital transformation of the industry. Nextrade is also creating more breathing space for anyone taking part in the trade fair. Visitors wanting to place orders are no longer limited to the trade fair itself, but can do so 365 days a year. This means, in particular, that anyone who comes to the trade fair now has more time – to build lasting relationships, to search out innovative products, and therefore to increase the effectiveness of their product range. Retailers who were unable to come to this year's Ambiente due to the coronavirus or Storm Ciara can benefit from exhibitors using Nextrade, as it gives them an opportunity to catch up on order placements. This includes top brands in Dining, Living and Giving, such as Asa, Berghoff, Blomus, Donkey, G. Wurm, Gefu, Gift Company, Gilde, Hoff, Kaheku, Kare Design, Koziol, Leonardo, Philippi, Sompex, Städter, Räder, Robbe & Berking, Troika, WMF, Zieher and Zwilling.

The next Ambiente will take place from 19 to 23 February 2021.

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Links

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