

Press release

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Nextrade supports the industry: voucher promotion for exhibitors

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An easing of the pandemic situation is currently not expected. Due to the changed regulations and travel restrictions it has become necessary to postpone the International Consumer Goods Show planned for April. With the cancelled show, the planned Nextrade voucher promotions are also postponed to 2022. As nmedia would like to actively support the industry in this difficult time, the basic fee will be waived for all existing and future suppliers in 2021.

The year 2021 starts similarly challenging as the previous one ended. The first planned physical trade shows had to be cancelled due to the ongoing pandemic. "As a partner of the industry, we would therefore like to support suppliers. Nmedia waives the basic fee for participation in the B2B order platform for all existing and future suppliers in 2021," says Philipp Ferger, Group Show Director Nordstil and Tendence and managing director of nmedia GmbH. After the voucher campaigns for Tendence 2019 and Ambiente 2020, exhibitors should also benefit in the difficult times of 2021. The planned voucher campaigns will not be continued again until Heimtextil, Christmasworld, Paperworld, Creativeworld and Ambiente 2022. For exhibitors at these trade shows, the promotion means three years of Nextrade without a basic fee.



DAS BESTE FÜR SIE - UND NUR BEI NEXTRADE.



Traders can expect a comprehensive offer on Nextrade

"With this voucher promotion, we want to ensure that we continue to develop with suppliers and thus give our retailers the opportunity to compile their assortment from a wide range of top international brands and drive their business forward. Participation in the Nextrade B2B

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platform is free of charge for our retailers," says Nicolaus Gedat, Managing Director of nmedia. Over 3,500 retailers and more than 300 suppliers are active on Nextrade with around 400,000 items. The order platform supports retailers in maintaining business relationships outside of industry trade shows and offers them the chance to make up for their order backlog by using the portal. At the same time, retailers can discover new suppliers and the latest trends there.

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Conzoom Solutions – The platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

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