

news +++ Christmasworld Ambiente
3 – 7 February 2023

ambiente **christmasworld**

Knowledge creates the future of retail: Conzoom Solutions Academy 2023

Frankfurt am Main, November 2022. From high street retailers to online shops and multichannel providers - If you want to be successful, you have to actively deal with the challenges of the consumer goods market and its dynamics. With exciting expert lectures in Hall 4.0/Saal Europa, the Conzoom Solutions Academy offers important industry knowledge on new perspectives and convincing best practices. On all five days of the fair, renowned speakers provide insights into essential market developments and current trends and offer practical tips and impulses.

Digitalisation and climate change are permanently impacting the consumer goods industry. To be successful, retailers need more than ever to rethink, inspire, be creative and take concrete, targeted action. On all five days of the fair, experts from various disciplines will discuss the challenges facing the retail sector on the lecture stages in Hall 4.0/Saal Europa and provide answers to topical questions. „The Conzoom Solutions Academy is the trade-focused lecture programme for Ambiente and Christmasworld. A wide range of lectures provides retailers with exclusive and relevant help for today's challenges and guidance for tomorrow's point of sale. In this way, we want to give our visitors a real added value and knowledge advantage“, says Julia Uherek, Vice President Consumer Goods Fairs.



Lectures from well-known industry experts explore how the consumer goods industry will develop.

Graphic: Messe Frankfurt / Thomas Fedra

Top speakers take a look at the future of the consumer goods industry

The focus is on topics such as branding, sustainability and the customer journey. Thus, expert **Gemma Riberti**, Head of Interiors at the global trend forecasting agency WGSN, will speak about „The Future Consumer 2024 - How to meet tomorrow's consumer demands“ on the first day of the fair, 03 February 2023, at 2:00pm. In her lecture, she deals with the new priorities and capabilities of consumers and examines how the change in consumer behaviour affects living, working and playing. Based on this, strategies, values and relevant product categories that are relevant in the interior industry will be highlighted. „Ambiente represents an ideal platform for such conversation: at a time when cost of living and budget constraints are at the front of consumers' minds, smaller interiors categories such as decor, tabletop and consumer goods overall become key areas of engagement as well as of investment“, the trend expert is convinced.

How to respond to changing customer behaviours and expectations, explores **Ibrahim Ibrahim**, Managing Director Portland Design, designer, author, futurist, retail strategist, on Saturday 04 February from 2:15pm to 2:45pm. In his presentation "How to get 'Future Ready' in a rapidly changing retail landscape", he uses his recently published book 'Future Ready Retail' to show how brands can develop physical and digital experiences that drive engagement, advocacy and spend. With global best practice examples he will explore how successful brands and places create not just customers, but loyal fans.

Jane Means, Director of Jane Means LTD, will be showcasing impressive gift wrapping solutions to create more sales, give a boost to social media channels and to stand out from competitors on the fair Sunday from 11am to 11:30am. „The wrapping of a gift is as important as the gift itself and more than ever before we need to make people feel valued“, so Jane Means. The recognised expert now has clients worldwide who take part in her courses and advises numerous luxury brands. In her workshops, she shows ways to perfectly stage gifts - taking into account sustainability aspects and budget.

Lots of exciting and helpful lectures take place on all five days of the fair. Those who take advantage of this trade fair highlight will gain a lot of knowledge and new impulses. It's worth taking a look at the entire event programme. It is available online at ambiente.messefrankfurt.com/events or christmasworld.messefrankfurt.com/events and is updated continuously.

Selected contributions also part of Ambiente Digital Extension

Selected lectures, workshops and discussion panels will be streamed on the supplementary digital platform Digital Extension. Visitors can network online and follow selected trade fair highlights in content streamings. The videos will be provided on-demand afterwards. The platform can be used in its entirety by all trade fair participants from 3 February 2023, parallel to the start of the physical trade fair, and will then be available until 17 February 2023. In addition, the online platforms [Conzoom Solutions](https://conzoom.com) and nmedia.hub have been supplying the consumer-goods sector with industry-relevant content 365 days a year and offer digital order and data management.

From February 2023, Ambiente will be held at the Frankfurt exhibition center at the same time as the leading international consumer goods trade fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: February 3 to 7, 2023

Creativeworld: February 4 to 7, 2023

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

Press information & images:

<http://ambiente.messefrankfurt.com/press>

<http://christmasworld.messefrankfurt.com/press>

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

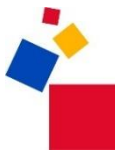
www.facebook.com/christmasworld/ | www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt | <https://twitter.com/ChristmasworldF>

Hashtags:

#ambiente23 #ambientefair #welcomehome

#christmasworld23 #welcomehome #christmasbusiness



Your contact:

Ellen Redeker

Tel.: +49 69 75 75-5189

Ellen.Redeker@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Leading international trade fair Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of

tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivaled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Welcome Home

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

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

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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