

ambiente

christmasworld

creativeworld

## Launch of the Digital Academy: New series of online events for manufacturers and retailers kicks off with topic of sustainability

**Episode 1 on 24 May, 10:00 - 10:55 a.m.: Successfully Sustainable - Sustainably Successful: Sustainability as a Competitive Advantage**

**Frankfurt am Main, May 10, 2023. Sustainability is becoming increasingly important for many consumers in their purchasing decisions. What can manufacturers and retailers do to be successfully sustainable? And how can sustainability contribute to their business success in the long run? Answers to these questions are provided by the first episode of the new Digital Academy of consumer goods fairs under the umbrella of Messe Frankfurt. The new series of events, which is offered online in German and English, gathers expert knowledge, inspiring food for thought and practical advice with exciting impulse lectures every two months throughout the year. Participation in the 55-minute events is free of charge. Registration under <https://consumergoods.digital.messefrankfurt.com/>**

The joint Digital Academy of the consumer goods fairs Ambiente, Christmasworld and Creativeworld is designed as a knowledge pool and source of inspiration for manufacturers and the trade. Top international speakers and designers share expert knowledge and practical experience on important meta-topics such as sustainability, design and the future of retail. Participants may expect suggestions and background knowledge about specific themes as well as possible solutions and ideas that can be implemented.

Under the headline *Sustainability as a Success Factor: 360-Degree Strategies for Design, Production, Sales, and Recycling*, futurologist Prof. Dr. Anabel Ternès von Hattburg explores the question of how companies can successfully move forward with sustainability. She highlights practical aspects and shows how companies can position themselves in a convincingly sustainable way and thus be economically successful in the long term. The futurologist is Managing Director of the SRH Institute for Sustainability Management. With the help of inspiring examples, she outlines suggestions and shows possible solutions. Afterwards, the focus will be on brands and sustainability: Is this important to customers at all? Speaker Cornelia Kunze, Managing Director of the international communications consultancy i-sekai, will draw on findings on consumer behaviour from around the world. In the lecture entitled *Flourish or Flounder: How Purpose and Sustainability Put Consumer Brands Centre Stage*, she outlines how brands can credibly bring sustainability to life and communicate it convincingly.

With the new Digital Academy, the three consumer goods fairs gather regular target group-specific online events for exhibitors and visitors on meta-topics such as sustainability or the future of trade on the Digital Extension of the fairs as a joint platform on the web. The platform offers users a year-round resource with added value through which they can exchange business ideas thanks to AI-supported matchmaking.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition center:

Ambiente/Christmasworld: 26 to 30 January 2024  
Creativeworld: 27 to 30 January 2024

**Note for journalists:**

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

**Press releases & images:**

<http://ambiente.messefrankfurt.com/press>  
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**Information on 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.

[ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

**Information on Christmasworld**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres.

[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

**Information on Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mailorder trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.

[creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

**Welcome Home**

Under the motto "Home of Consumer Goods – Welcome Home", 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](http://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 revenue. 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](http://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 some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2022