

ambiente

christmasworld

creativeworld

Digital Academy for manufacturers and trade successfully launched with sustainability as the opening theme

Frankfurt am Main, 25 May 2023 - The new Digital Academy of the three consumer goods fairs under the umbrella of Messe Frankfurt celebrated its premiere yesterday: the kick-off of the new digital event series was dedicated to the theme of sustainability. Futurologist Anabel Ternès von Hattburg and communications expert Cornelia Kunze examined sustainability as a success factor for manufacturers and retailers from different perspectives.

What can manufacturers and retailers do to position themselves successfully for sustainability and to be successful in the long term? Answers to this question were provided in the first episode of the new Digital Academy of consumer goods fairs: Under the title ***Sustainability as a Success Factor: 360 Degree Strategies for Design, Production, Sales and Recycling***, futurologist Professor Anabel Ternès von Hattburg explored the question of how companies can convincingly move into the future with sustainability. "This is a parameter that you have to take into consideration in the long term," the expert emphasised. The topic is here to stay: "More than half of all consumers are now prepared to spend more money on a credibly sustainable product."

Communication consultant Cornelia Kunze then went into more detail about the connection between brands and sustainability as a customer desire: ***Flourish or Flounder: How Purpose and Sustainability Put Consumer Brands Centre Stage*** was the subject of her keynote speech. Using established consumer goods brands as examples, she explained how they live up to the principle of sustainability, communicate this credibly and thus convince customers to ultimately make a decision to buy. But also with a view to smaller companies, she emphasised: "The best time is now. Being small as a company or brand is also a chance. We see this in social media, where especially small companies reach their target group with their very own convincing approach to the topic of sustainability - and bind them!", encourages Kunze.

The joint Digital Academy of the Ambiente, Christmasworld and Creativeworld consumer goods fairs is a knowledge pool and source of inspiration for manufacturers and the trade. Participants benefit from background knowledge as well as from hands-on tips to help them on their way.

The **second episode on 5 July at 10 a.m.** will give an **outlook on future retail**, using China as an example. Registration for the free use of the Digital Academy at consumergoods.digital.messefrankfurt.com. The episode on the subject of sustainability in German and English language is available in the [media library](#) from 25 May. They will then be permanently online on [Conzoom Solutions](#) from 6 June 2023.

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>

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

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

On social media:

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www.ambiente-blog.com

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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

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

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

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

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

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

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