

Press release

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## Valuable tips from experts as podcasts or videos: Live recordings of the Consumer Goods Digital Day on Conzoom Solutions

Patricia Fritzsche  
Tel. +49 69 75 75-6087  
Patricia.Fritzsche@messefrankfurt.com  
www.messefrankfurt.com  
www.conzoom.solutions

**Valuable tips from experts as podcasts or videos: They show ways in which retailers can manage their business in a more targeted manner or provide answers to questions that move retailers. Currently, interested parties can find selected recorded content from individual speakers at the Consumer Goods Digital Day on Messe Frankfurt's knowledge platform for the consumer goods industry.**

On 20 April 2021, the Consumer Goods Digital Day, the digital live event for the consumer goods industry, showed plenty of approaches and perspectives to position oneself well for the future challenges in retail. A large number of the contributions with questions that move the consumer goods industry are now available free of charge at [www.conzoom.solutions](http://www.conzoom.solutions).

"The panels of the Consumer Goods Digital Day have given us good orientation and strong impulses for the new everyday retail life and have shown where the journey can go in 2021. The pandemic in particular illustrates that retail is changing and will change much more in the future. That's why it's very important for us to make the content available to the industry in the aftermath of the event as well," says Julia Uherek, Vice President Consumer Goods Fairs. This includes, for example, the lecture by Marilyn Repp from the Retail Competence Centre on the advantages of stationary retail, Frank Rehme's exciting remarks on the necessity of digitalisation and Alexander Fatseas' helpful workshop "How do I create a strong-selling online store?"



Live recordings of the Consumer Goods Digital Day on [Conzoom.Solutions](http://Conzoom.Solutions)

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

The knowledge platform Conzoom Solutions compiles all information of

the industry for the trade in the consumer goods industry. In the six categories Management & Publications, Marketing & Sales, Trade Fairs & Events, Point of Sale, Personnel and Trends & Implementation, it provides active impulses, know-how and suggestions and supports concrete implementation on site in the trade and digitally. Currently, the portal also offers retailers additional practical tips and assistance to cope with the extensive effects of the Corona pandemic.

**Press release and images:**

<https://www.conzoom.solutions/presse/>

**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)

**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](http://www.nextrade.market)

**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](http://www.messefrankfurt.com)

\* preliminary figures 2020