

## conzoom solutions

### Exclusive look at the upcoming trends in the consumer goods sector on Conzoom Solutions

**Frankfurt am Main, February 2022. The practice-oriented online platform Conzoom Solutions regularly offers new content that gives retailers valuable impulses, for example, also for targeted customer approaches - whether in the form of expert tips, podcasts or videos. It's always worth taking a look: in March, the style agency bora.herke.palmisano will follow with video contributions on Ambiente, Christmasworld and Paperworld as well as Creativeworld Trends 22+.**

In addition, interested visitors can download the trend information from [www.conzoom.solutions](http://www.conzoom.solutions) from March. This will give them essential insights into the coming colours, materials, designs, and handicraft techniques. These will accompany us in the future in our own four walls, at all festive occasions, in the home office or office and are also quite decisive for window dressing and product range design in the shop. "After the cancellation of our consumer goods trade fairs in January and February 2022 due to the pandemic, we would like to quench the thirst for knowledge at least to some extent on a digital level - knowing full well that there is no substitute for inspiration on site. We are all the more pleased that we were able to win over some top-class speakers from the planned Academy programmes for contributions on Conzoom Solutions. This will shorten the time until our real reunion in Frankfurt in 2023 and until then we will regularly provide valuable tips for business success in these extremely challenging times," says Julia Uherek, Vice President Consumer Goods Fairs.

Contributions on exciting topics and best practices are planned. For example, Prof. Dr. Gerald Lembke, business coach, book author and keynote speaker, will soon take a look into the future and talk about the demands on product management for younger generations. In addition, Frank Rehme, retail expert gmvtteam, will address how visibility is strengthened in the digital space. The future topics of sustainability and new work will also be examined in detail. The podcast with Mimi Sewalski, managing director of Avocadostore, Germany's largest online shop for green products, is just online. Throughout the year, experts will show new ways in which retailers can manage their business in a more targeted manner and provide answers to questions that are currently of concern to the retail sector.

#### **Messe Frankfurt digital platforms for business success**

Messe Frankfurt has been actively helping retailers to help themselves since 2019 with Nextrade, the first order and data management platform for the home and living sector, and Conzoom Solutions, an information platform for the global consumer goods industry. Conzoom Solutions compiles all the industry's information for retailers in the consumer goods industry. In the six categories of Trends & Implementation, Management & Publications, Marketing & Sales, Point of Sale, Personnel and Trade Fairs & Events, it

provides active impulses, know-how and suggestions and supports for concrete implementation on site in the trade and digitally. Currently, the portal also offers retailers additional practical tips and assistance in coping with the extensive effects of the Corona pandemic.

**Press release and image material:**

[www.conzoom.solutions/press](http://www.conzoom.solutions/press)



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**Nextrade – the digital marketplace**

The 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)

**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](http://www.conzoom.solutions)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021