

Press

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Final Report

Tendence

Frankfurt am Main, 26 to 30 August 2011

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Tendence closes with a total of 52,000 visitors

Change in trade-fair focus leads to shifts among visitor groups

Exhibitors praise the rationale behind the re-alignment of the fair

Tendence, Frankfurt's International Autumn Fair, is closing its doors today. The fair, which was held from 26 to 30 August 2011, once again attracted a large stream of visitors. Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, commented: "The buyers that are important to the trade were all there. The professional buyers were already busy placing their first orders on Friday."

On 130,000 square metres (gross), the 2,055 exhibitors (2010: 2,049*) from 66 countries presented their new products in the furnishing, living and giving segments for the coming autumn and winter and especially the high-volume Christmas business. The 52,000 visitors (2010: 56,968*) came from 101 countries. The share of trade visitors from abroad amounted to a total of 22 percent, of which around 80 percent came from neighbouring European countries. The Top 5 best represented visitor nations were Switzerland, The Netherlands, Italy, Austria and France. Detlef Braun: "As we announced, a focus on the European market and on defined market segments is the reason for our welcoming fewer visitors this time, but, instead, ones who were keener to place orders." Sven Olof Ropertz, Head of Marketing of the Boltze Group, also confirmed this observation: "The mood is good. We reckoned that purchasing might be rather restrained, which is not the case, however. There is also a discernible tendency towards longer run-

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* Figure for previous year checked by FKM

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ups and advance planning when it comes to purchasing.” Another company that was able to chalk up more sales was Lambert GmbH. As Managing Director Bernd D. Ehrengart stated, “The general business trend in our sector is good, we see no signs of an approaching crisis and we are expecting consumer behaviour to remain quite lively.” Evidence of the importance of the gifts market, for example, is provided by a study prepared for the consumer-goods fair by the Consumer Research Association (*Gesellschaft für Konsumforschung - GfK*). Currently, the amount people in Germany are spending on gifts every year comes to around 27 billion Euros.

The exhibitors particularly praised the quality of the new contacts. All in all the exhibitors rated the quality of the visitors as better than in the previous year. Oliver Kleine, Chief Executive of Leonardo, summarised the situation as follows: “The mood among retailers is good; we have no regrets about returning to Tendence after two years’ absence.”

Asked about the realignment of the fair, Braun added: “We have kept our promise and put Tendence back on course.” As a result of its repositioning, Tendence has once again demonstrated its status as an important platform for international trends, especially for Christmas 2011, as well as for the 2012 spring season. This was confirmed by Stephan Koziol, Managing Director of Koziol GmbH: “Tendence has a unique positioning in this sector. The combination of venue, quality and choice of themes is very much appreciated by the visitors.” Thomas Grothkopp, General Manager of the German Association for Tableware, Housewares and Home Decor (*Bundesverband für den gedeckten Tisch, Hausrat und Wohnkultur e.V. – GPK*), added: “Tendence is the culmination of the consumer-goods fairs in 2011: fully booked and clearly focussed on decorations, presents and living accessories. Not only has the specialised trade placed its last orders for Christmas, but it has also and most importantly, placed its new orders for the spring themes of

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2012. Once again, Tendence has offered Europe's specialised retail trade the wide range of current international trends."

Exhibiting manufacturers also emphasised the relevance of Tendence as an important meeting point for the consumer-goods sector in the second half of the year. "The source of our satisfaction is our authenticity. For us, Tendence is, and will remain, a key motivator", said Renate Möller, owner of Scholtissek.

And yet the overall economic indicators cannot be neglected either. Although the GfK consumer climate index for August 2011 still shows a rising propensity to purchase, the first opposite trends are beginning to make themselves felt among traders. Braun's comment: "For 2011, the Christmas business looks positive. But there is no denying that there are first indications of caution in the trade as we look to 2012. The crisis in the finance industry is also beginning to have an effect on the real economy."

Trends for Christmas

For Christmas consumers look forward to warm reds and white in all its subtle varieties. Festive decoration is also dominated by every shade of blue. Anyone in search of something other than glass balls to decorate the Christmas tree will find a wide and impressive variety of ornaments. In addition to the traditional Christmas-tree baubles, there are ducks, parrots, forest animals or new variations on the Father-Christmas theme in modern colours to decorate the Christmas tree. At any rate, in the arts and crafts segment, the emphasis is still very much on traditional themes and motifs. Angels, nutcrackers, candle arches, pyramids and so on are timeless, and themes from fairy-tales are also very popular.

Living concepts for 2012

Opulence is the theme that is dominating the home and transforming it more than ever into an oasis of well-being away from economic reality. Unusual combinations of materials are transforming

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traditional products into modern classics, felt meets neoprene, oak makes contact with linoleum. The omnipresent theme of sustainability is promoting material innovation; bamboo, for example, is a material that is all set to conquer the market.

New values for gifts

High quality and sustainability are the dominant theme when it comes to giving. As consumers become more and more discerning about quality in design and manufacture, both classical and modern products must meet these demands. The combination of sophisticated design and humour is the mark of a broad range of products made from the most varied materials. Aphorisms, pictures or comical applications provide the humorous aspect.

Jewellery is becoming more colourful and varied again

With jewellery, collecting small items in the form of charms is still very popular. After being dominated for a long time by monochrome, especially in the field of fashion jewellery, things are now becoming more colourful once again. Key colours here are mainly red and green. This trend is also apparent with fine jewellery, with colours being provided by the gemstones. Covering everything from voluminous pieces of jewellery and long chains to playfully filigree items, the design spectrum is as broad as ever.

The next Tendence will be held from 24 to 28 August 2012.

Note for journalists:

You will find further information and high-resolution photographs on the internet at www.tendence.messefrankfurt.com.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 448.3 million euros in sales and more than 1,600 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales

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Partners, giving it a presence for its customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt’s exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com