

Press Release

October 2018

Tendence 2019: Three days of orders and added value for the retail trade

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

Unlike any other industry event, Tendence stands for increasing challenges in the consumer goods industry and the retail sector. A far-reaching transformation is in progress, which is occupying the minds of company managers across different sectors and creating extensive upheaval in nearly all industries. Under these conditions it is important to adapt the profile of Tendence and to bring it further into line with the requirements of the market and the relevant sectors. So Tendence, as a consumer goods trade fair, will be held on three days next year, from Saturday, 29 June until Monday, 1 July 2019.

The retail sector is operating in a difficult market environment. Over the last few years, these challenges - both for the consumer goods industry and the retail trade - were reflected more clearly at Tendence than at any other trade fair. "By talking to exhibitors, visitors, associations and our partners, we learnt that the global and particularly also the national retail landscape is continually in a state of flux and that we need to follow this transformation closely. This is why we've been investing in Tendence and its content and why we keep adjusting the profile to the needs of the market and thus also its sectors. In this way we are actively meeting the needs of the prevailing situation," emphasises Stephan Kurzawski, Board Member of Messe Frankfurt Exhibition GmbH.



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

Tendence, Messe Frankfurt Exhibition GmbH, photographer: Petra Welzel

“What it means specifically,” says Kurzawski, “is that we have now opted for a three-day trade fair, from Saturday until Monday, so that Tendence will have the profile which the industry needs.”

As a long-established trade fair, Tendence is an essential anchor point in the business year for many exhibitors and visitors. As planned, the reorganised halls at Tendence 2019 will be structured by trading forms, lifestyles and target groups and will concentrate even more closely on the needs of customers. It means that retailers can compile their product ranges at Tendence in a goal-focused way and can then implement them to suit the needs of their businesses.

The complementary programme at Tendence

As before, the programme of events at Tendence 2019 will provide a wealth of inspiration. The Tendence Academy will feature exciting presentations, providing retailers with suitable stimuli for their storefront and shop design, as well as helping anyone who is planning a debut as online traders.

Further sources of ideas can be found in the marketplaces within each lifestyle segment. The aim is to show visitors how they can use simple resources to turn their shops into adventure stores.

For the second time, Tendence will include a conference entitled *Pioneers of Lifestyle*. Well-known speakers will give talks and workshops, discussing best-practice models in the lifestyle industry. Skilled craftsmen will be captivating the audience with their creative output under Messe Frankfurt’s promotional programme *Talents*, showcasing their unique items and limited series. As before, Tendence 2019 will also provide an important platform for contemporary arts and crafts, particularly thanks to the well-known exhibition *Form*. The hosts and organisers of the competition are the German Crafts Association (BK) and Messe Frankfurt.

Tendence will be held from 29 June to 1 July 2019.

On the web

Further details and images in print quality can be found at <https://tendence.messefrankfurt.com/frankfurt/en/press.html>

#tendence19

www.twitter.com/tendencefair
www.facebook.com/tendencefair

Tendence

Tendence (29 June to 1 July 2019) is a consumer goods trade fair for home, furnishing, decorating, gifts, jewellery, fashion accessories, feelgood products, kitchen design and home textiles. Special shows and a wide-ranging complementary programme of events are multi-faceted sources of sales-boosting stimuli for retailers. Tendence is the new-products platform for the presentation of winter and Christmas trends. At the same time, it will be a good opportunity for anyone wanting to place orders in good time for their spring and summer collections.

Tendence
International Frankfurt Trade Fair
Frankfurt am Main, 29 June to 1 July 2019

Background information about Messe Frankfurt

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,400 at 30 sites and generates an annual revenue of around EUR 669 million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%). Further details:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de