

Press Release

29 June 2019

## Conzoom Solutions – The platform for retailers

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**From high street retailers to online shops and multichannel providers – everyone in the retail sector has to deal with the challenges of the fast-changing consumer goods market. To be successful, retailers need to find innovative ways to build connections between the real and virtual worlds. Conzoom Solutions offers stimulating ideas and suggestions for presenting your business more effectively – and answers urgent questions affecting the retail sector.**

Everyone in the consumer goods industry is facing major challenges. To help stakeholders in the sector, Messe Frankfurt will be providing a new content platform from 29 June 2019. This will be dedicated to its diverse range of products and services for retailers and international event portfolio in the consumer goods market – making them accessible at a glance.



Logo of Conzoom Solutions – The platform for retailers, [www.conzoom.solutions](http://www.conzoom.solutions)

Access the entire Messe Frankfurt portfolio for the consumer goods sector in Germany and around the world in seconds. “Conzoom Solutions is a cross-trade fair platform created by Messe Frankfurt which covers the entire consumer goods sector – both in terms of content and our portfolio of national and international trade fairs. We are offering German and European retailers in the consumer goods sector a pathway to secure a knowledge advantage, benefit from best practices and actively invite customers to linger and buy,” says Stephan Kurzawski, Board of Management of Messe Frankfurt Exhibition GmbH. “Consumers are seeking information and purchasing goods in new ways.

Messe Frankfurt Exhibition GmbH  
60327 Frankfurt am Main  
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More than ever, retailers are being challenged to inspire their customers, think creatively, rethink old ideas and develop new strategies,” emphasises Nicolette Naumann, Vice President Ambiente. “That’s why Conzoom Solutions is the right step in the right direction for our customers and the whole industry.”

“The new industry platform Conzoom Solutions offers retailers exclusive and practical assistance for dealing with the challenges of today’s market – including a wide range of studies, trend presentations, workshops and guidelines for the point of sale,” says Julia Uherek, Group Show Director Christmasworld, Paperworld and Creativeworld. The knowledge platform is clear, concise and easy to use. Messe Frankfurt’s first iteration of an online portal for developing and presenting new, sector-specific concepts for the retail sector was Tendence.Impulse launched in 2017. Its content and approaches have been integrated into the new platform.

The website [www.conzoom.solutions](http://www.conzoom.solutions) brings together all the information affecting the consumer goods sector. In four sections – Fairs, Knowledge, Learning and Point of Sale – it provides active, stimulating ideas, know-how and suggestions that support specific implementation in retail. The “Fairs” section features presentations of Messe Frankfurt’s world-wide consumer goods fairs. “Knowledge” offers visitors a wealth of up-to-date information, studies, statistics and management reports for consumer goods retailing. “Learning” provides exclusive access to lectures and workshops from consumer goods fairs with expert interviews and seminars. “Point of Sale” features active and stimulating ideas, suggestions, guidelines, presentations and complete packages to transform your point of sale into a special experience. You can take a look at the website at Tendence in Hall 8.0, Stand D10 or from 29 June 2019 under [www.conzoom.solutions](http://www.conzoom.solutions).

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

### **Tendence – ideas for the future of the retail trade combined with the must-haves of the season**

Logically arranged by retail channel, lifestyle and target group, Tendence (29 June to 1 July 2019) takes its cue from the needs of consumers. It therefore enables retailers to compile their product ranges in a highly focused manner and to implement them in their own stores, ensuring the success of their business. As a consumer goods trade fair, Tendence demonstrates the latest trends and products in interior design, home accessories, gifts, jewellery, fashion and lifestyle. Retailers benefit from a wide range of inspirations to support their sales as well as a powerful complementary programme. Tendence is the platform for new products, presenting trends for winter and Christmas. At the same time, it is a good opportunity for anyone wanting to place orders in good time for their spring and summer collections.

#### **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](http://www.twitter.com/tendencefair)

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

www.facebook.com/tendencefair

### **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.

<https://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. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. 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. 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)