

## Bettina Bär is back as head of Tendence

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

**After her parenting leave, Bettina Bär has now been back as head of Tendence since early September. Susanne Schlimgen, who stood in for her in 2018/19, will be coordinating cooperation with numerous retailers' associations as well as the lifestyle conference Pioneers of Lifestyle on the last day of Tendence. She will also support the ongoing strategic development of Tendence and Nordstil and will continue to be closely associated with both events.**

After her parenting leave Bettina Bär is now back as the head of the Tendence team. Once again, she is responsible for content and organisation as well as the further development of Tendence. Her line manager is Philipp Ferger, Tendence Group Show Director. "We are very pleased that Bettina Bär is back on the team, contributing her trade fair expertise, creativity and long-term industry knowledge," comments Philipp Ferger. "We are also looking forward to Susanne Schlimgen's contribution, as she will be drawing on her many years of experience with trade shows, particularly in consumer goods, for the further development of our events. She is ideally placed for her new position – not only in matters of content, but also organisationally and strategically," Ferger continues.



Bettina Bär is back as head of Tendence

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

Susanne Schlimgen has been working for Messe Frankfurt in a variety of positions since 2002. In her capacity as a coordinator, she is now responsible for collaboration with a variety of retailers' associations, both for the Tendence team and the Nordstil team, and she will also

coordinate the lifestyle conference *Pioneers of Lifestyle* in collaboration with Digital Apartment and Mylk. Moreover, she will support the ongoing strategic development of Tendance and Nordstil and will continue to report to Philipp Ferger.



Susanne Schlimgen will be coordinating collaboration with retailers' associations.

The next Tendance will take place from 27 to 30 June 2020.

### **On the web**

Further details and images in print quality can be found at [www.tendance.com/journalisten](http://www.tendance.com/journalisten)

### **#tendance20**

[www.twitter.com/tendencefair](http://www.twitter.com/tendencefair)  
[www.facebook.com/tendencefair](http://www.facebook.com/tendencefair)

### **Tendance – 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, Tendance (27 to 30 June 2020) 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, Tendance 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. Tendance 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.

### **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)

Tendance  
International Frankfurt Trade Fair  
Frankfurt am Main, 27 to 30 June 2020

## **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 about 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).

Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)