

Press release

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## Messe Frankfurt cancels Tendence 2021

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**Due to the ongoing regulations to contain the Corona pandemic and the resulting ban on events and trade fairs, Tendence will not take place in 2021 for the second time in a row. Messe Frankfurt's online platforms in the consumer goods sector, Conzoom Solutions and Nextrade, offer national and international retailers alternatives for inspiration, trend information, ordering or assortment design as well as help for self-help in these challenging times until next spring.**

The ongoing restrictions to contain the pandemic in Germany as well as abroad do not currently allow Tendence to be held on its planned date at the end of June 2021. "We have therefore decided, even though this is anything but easy for us, to cancel Tendence now for the second time in a row. All the more reason for us to concentrate, together with our exhibitors and visitors, on the coming spring and the successful staging of the leading trade fairs for the consumer goods industry, such as Ambiente, Christmasworld and Paperworld. And in July, as usual, we are planning Nordstil in Hamburg," says Stephan Kurzawski, Member of the Board of Management of Messe Frankfurt Exhibition.



Impressions from the last Tendence 2019, Source: Messe Frankfurt/J.-L. Valentin

After 100 days of continuous lockdown for many non-food retailers, the German Retail Association (HDE) sees a large part of the industry in existential difficulties. According to the report, up to 120,000 stores are in danger of going out of business. Against this background, it was decided to create planning security for all parties involved and to cancel

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Tendence, which was already not held in 2020 due to the pandemic, also in 2021. Messe Frankfurt's next consumer goods fair will be Nordstil in Hamburg - scheduled for July 24 to 26, 2021.

However, to enable exhibitors and trade visitors to continuously maintain and expand their business relationships beyond the industry trade fairs, Messe Frankfurt has already been offering retailers Nextrade since 2019, an ordering and marketing tool that opens up new opportunities in these volatile times. By using the platform, retailers can make up for their backlog of orders. At the same time, they can discover new suppliers and the latest trends there. Dealers can place their orders with the connected suppliers around the clock, digitally and thus also independently of current regulatory measures, without any additional costs.

In conjunction with this, the portal [www.conzoom.solutions](http://www.conzoom.solutions) compiles all the industry's information for retailers in the consumer goods industry. In the six categories of management & publications, marketing & sales, trade fairs & events, point of sale, personnel and trends & implementation, it provides active impulses, know-how and suggestions and provides support for concrete implementation on site in the trade and digitally. Currently, the portal also provides retailers with additional practical tips and assistance to cope with the extensive impact of the Corona pandemic.

### **Going online**

Further information as well as picture material in printable quality can be found at: [www.tendence.com/journalisten](http://www.tendence.com/journalisten).

### **Conzoom Solutions - the platform for retailers**

The Conzoom Solutions knowledge platform offers consumer goods retailers a wide range of services such as studies, trend presentations, workshops and instructions for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and bundles information for the trade.

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

### **The Nextrade digital marketplace**

The new digital order and data management system Nextrade for suppliers and retailers in the consumer goods sector extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020, following sales of €738 million in 2019. 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

Tendence  
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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 2020