

Press release

September 2020

Finally direct and analog again: Tour of the Nordstil fair on day one

Anil Öt
 Tel. +49 69 75 75-6643
 Anil.Oet@messefrankfurt.com
 www.messefrankfurt.com
 www.nordstil.messefrankfurt.com

Pure joy of reunion in Hamburg: Nordstil opened its doors today. For buyers and manufacturers, this means that they can finally meet again in person to do business, exchange news and place orders. Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, and Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH, led a tour through the halls on the first day of the fair and engaged in dialogue with exhibitors and media representatives.

In recent months, both retailers and brands have had to take new paths, become increasingly visible online and reposition themselves. How is the consumer goods industry doing now after months of lockdown and trade fair cancellations? Why is Nordstil a safe haven for retailers and brands to do good business even in times of Corona? What opportunities does the crisis present for the industry? These and other questions were discussed by Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, and Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH, during their tour of the halls on today's first day of the fair and entered into dialogue with exhibitors and retailers at individual stands.



Ramin Mossapour, Detlef Braun and Bernd Aufderheide (from left to right) met at the Mossapour booth at the Sommer Nordstil 2020

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

"Today's exchanges have shown us, as trade fair organizers, as well as our exhibitors, one thing above all: It is more important than ever before, especially for the new start of local trade, to develop relationships even more intensively and to have an open ear for individual needs. This

works particularly effectively in direct exchange. Our exhibitors are convinced: "Trade fairs are the epicenters when it comes to talking and doing business directly with the trade, and that's why they play an even more important key role today," says Braun.

Lars Adler, Managing Director, Hoff Interieur

"In recent months, industry and retail have taken many creative measures to stabilize the relationship with the retailers - from virtual showrooms to the presentation of goods via live cam to joint showroom days. What has become apparent is that it is not possible to replicate the efficiency of an order fair. Thousands of professional visitors who can be inspired live by your own stand presentation - that can only be done offline. For the visitor, too, there is no alternative to the "trade fair" marketplace with its wide range of offerings. We look forward to being at the Nordstil and to discussing the challenges of this time with our customers".

Inger Myhrmann, European Sales Manager, GreenGate

"Meeting customers online may work for some time. But most of us have the basic need to meet other people, exchange ideas and thoughts and get inspired. Nordstil is a great opportunity to do just that. This corresponds very well with our company philosophy "Moments worth sharing". Because people overcome crises together and personally - and not virtually."

Eva Danneberg, Managing Director, Werkhaus

"The exchange with regular customers and potential new customers is more valuable here on the north style than ever, because the large profit of the Pandemie is clearly online trade. On the fair we can finally show our product novelties from development work of many months, exchange to experiences over the pandemic time and experience: How has the industry bitten through and what can we learn from each other?"

Further impressions and pictures of the first day of the fair and the tour with Detlef Braun and Bernd Aufderheide can be found in the "[press material](#)" section on our Website.

The Nordstil will take place from 5 to 7 September 2020.

Nordstil

Nordstil is the original order platform for Northern Germany and Scandinavia. In the summer of 2020, it will be one of the first consumer goods fairs to be held since the outbreak of the pandemic, expanding its focus to cover the whole of Germany and offering a comprehensive product range divided into the four product areas of Home & Garden, Style & Design, Gifts & Stationery and Jewellery & Fashion. For the retail trade, it is the order date for the autumn, winter and Christmas business as well as for the subsequent spring and summer business.

Nordstil

Hamburg 5 to 7 September 2020

Note for journalists:

Further details and photographic material of Nordstil can be found at www.nordstil.messefrankfurt.com/journalisten

Follow Nordstil on Twitter: www.twitter.com/nordstil

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 revenue. 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

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

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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