

## Cancellation of Summer Nordstil 2020

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**In response to the recent decisions of the German government to contain the Corona pandemic, the upcoming Summer Nordstil 2020 has been cancelled. In mid-April, the federal and state governments agreed on a ban on major events until 31 August 2020. The summer edition of the order platform, which would have taken place from 25 to 27 July 2020, falls within the period of this ban.**

The Summer Nordstil was the last opportunity this year for retailers to place orders for the autumn and Christmas business. By integrating high-volume suppliers with new ranges for the spring and summer of 2021 and by extending the visitor appeal to the whole of Germany, the event was to be expanded in a variety of ways. "The Nordstil team has been working on a wide range of solutions to provide an attractive order and exchange platform for the most diverse forms of trade in these difficult times. We would very much have liked to provide the industry with this urgently needed anchorage. However, current federal and state resolutions have unfortunately forced us to cancel the event", says Stephan Kurzawski, Board of Management of Messe Frankfurt Exhibition GmbH.

"In close cooperation with our contacts in Hamburg, we have examined all possibilities of postponing Summer Nordstil 2020 to a date after the ban period. Unfortunately, the Hamburg exhibition grounds are already fully booked in September, so we currently have no scope for a postponement of the Nordstil. Should this change, we will examine every possibility of a catch-up date in consultation with the industry," adds Philipp Ferger, Nordstil Group Show Director. The next Nordstil will take place at the beginning of next year from 16 to 18 January 2021.

### **Nextrade: demand for complementary digital channels is growing**

The current developments around Corona are causing the demand for digital channels and touchpoints that complement analogue trade fair encounters to grow. With the possibilities of a digital 24/7 business relationship between trade fair participants, Nextrade, the digital B2B marketplace for the home & living sector, offers exhibitors and visitors the chance to maintain their order management centrally and digitally between events. For retailers, the use of the digital platform is basically free of charge. Exhibitors of Nordstil will be waived the annual basic fee for the year 2020 due to the cancellation. Registrations are possible at: <https://nextrade.market/>

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The next Winter Nordstil will take place from 16 to 18 January 2021.

### **Nordstil**

Nordstil is the order platform for Northern Germany and Scandinavia. Nordstil features a wide product range, covering four segments: Home & Garden, Style & Design, Gifts & Stationery and Jewellery & Fashion. For the retail trade in the North, it is the ordering platform for the autumn, winter and Christmas business as well as for the subsequent spring and summer business.

### **Note for journalists:**

Further details and photographic material of Nordstil can be found at [www.nordstil.messefrankfurt.com/journalisten](http://www.nordstil.messefrankfurt.com/journalisten)

Follow Nordstil on Twitter: [www.twitter.com/nordstil](https://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](http://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](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. It employs a workforce of 2,600\* at 30 sites and generates an annual revenue of around EUR 733\* 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 revenues network, which extends throughout the world. Our comprehensive range of services – both on-site 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)

\* Provisional figures for 2019

Nordstil

Hamburg, 25 to 27 July 2020