

Tendence 2020: new dates and extended to four days

Anne-Kathrin Salajka
 Tel. +4969 7575 6221
anne-kathrin.salajka@messefrankfurt.com
www.messefrankfurt.com
www.tendence.messefrankfurt.com

Just a few weeks after Tendence 2019, preparations for the next edition of the trade fair have already started. The hall concepts Style City, Moment Market, Design City and Sunshine State met with a positive response and will continue next year. However, adjustments have been made concerning the number of days and the dates of Tendence 2020.

To meet the needs of the market and the relevant industries, Messe Frankfurt will be making changes to its consumer goods trade fair Tendence. They primarily concern the days of the week that are involved, the number of days and the dates of the next event. Tendence will be held from Saturday 27 June to Tuesday 30 June 2020, i.e. a week earlier in the exhibition calendar, while also being extended from three to four days again, so that it includes the Tuesday. This means there will be two days over the weekend and then again two weekdays when Tendence can be visited by all retail channels and retailers. The new dates of the trade fair have been changed so they are before the summer holidays of the German states of Rhineland Palatinate and Hesse. There will also be a longer gap between Tendence and Trendset in Munich, held from 11 to 13 July 2020. The structure of Tendence 2020 will stay the same, and exhibitors will again be showcasing their products according to retail channels, lifestyles and target groups. The four areas Style City, Moment Market, Design City and Sunshine State will merely be consolidated into a more compact space to keep walking distances short.



Buyers discovering the marketplace Modern in the Style City at Tendence 2019.

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

“We take industry feedback very seriously, and we have entered into an open and constructive dialogue with exhibitors, visitors, trade associations and partners this summer,” reports Stephan Kurzawski, Senior Vice President of Messe Frankfurt Exhibition GmbH. “As we see it, by taking these decisions, we’re responding to our partners’ needs and interests to the greatest possible extent. By condensing the four areas, finding new dates, changing the trade fair days and extending the number of days, we are moving along with the ongoing state of flux in this trade sector, and we are looking forward to our continued collaboration,” says Kurzawski.

Pioneers of Lifestyle conference on the last day of Tendence

Next year a visit to Tendence can again be combined with participation in the Pioneers of Lifestyle conference. The third edition of this practically focused event will be held on 30 June 2020, the last day of Tendence. High-calibre representatives of the lifestyle industry will be presenting their success stories on that day in the form of authentic keynote talks, panel discussions, interviews and exclusive masterclasses. In addition, Pioneers of Lifestyle will once again provide plenty of space for personal conversations, networking and discovering new ideas and innovations in the industry.

Tendence 2020 will be held from 27 to 30 June 2020.

On the web

Further details and images in print quality can be found at www.tendence.com/journalists

#tendence20

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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 (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, 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.

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 –

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

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 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).

For more information, please visit our website at: www.messefrankfurt.com