

Tendence 2020 cancelled

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In response to the worsening situation concerning the coronavirus pandemic and in view of the current challenges facing German and European retailers, Tendence 2020 has been cancelled. This means that Nordstil in Hamburg, from 25 to 27 July 2020, will be the first opportunity for pre-order suppliers for spring and summer 2021, as there will be no other order trade fairs for these product lines this year.

Both national and international retailers are presently being faced with very sudden, stormy developments, so that any plans, whether short or medium-term, are becoming obsolete extremely quickly. Under these circumstances and upon coordination with exhibitors' representatives and associations, the organisers have therefore decided to cancel Tendence 2020, so that all stakeholders can reliably plan ahead. "We've been fighting hard, leaving no stone unturned, to see whether we might hold Tendence here in Frankfurt at the end of June, despite the current very tense situation. However, as the coronavirus situation has now taken another turn for the worse, we regret that we have no choice but to cancel the event. We would be very pleased to welcome the industry here in Frankfurt again in 2021," says Stephan Kurzwski, Senior Vice President of Messe Frankfurt Exhibition. Thomas Grothkopp, Managing Director of the German Trade Association for Residential Accommodation and Offices (HWB) commented on the decision: "The coronavirus crisis is forcing all of us to make tough decisions that would have been unthinkable two months ago. Unfortunately, the essential ordering platform Tendence has now also become a victim of coronavirus."

As a necessary consequence of cancelling Tendence and to support the industry, Messe Frankfurt will be offering Nordstil in Hamburg (25 to 27 July 2020) as the first platform for the 2021 spring and summer collections as well. Due to the current situation, Nordstil will be providing a special dedicated area for the Tendence product segment Sunshine State, designed for large-volume suppliers with new product lines for spring/summer 2021 (formerly Hall 11.0). All buyers who had wanted to pre-order for the coming spring and summer 2021 at Tendence will be given an opportunity to do so only a few weeks later in Hamburg. Grothkopp added: "Including parts of Tendence in Nordstil is an excellent idea. The spring season has largely failed to materialise for the retail trade, but we're hoping that our retailers will be able to place orders for autumn and winter at Nordstil."

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Last chance to network, discover new products and place orders at Nordstil in Hamburg

In addition, Nextrade (www.nextrade.market) provides retailers with an ordering and marketing tool that offers new opportunities, particularly in view of the latest developments, and which is therefore very much in demand. Nextrade enables exhibitors and visitors to continue their business relationships not only during but also between trade fairs. Retailers can place their orders with Nextrade suppliers at any time of the day, online and therefore regardless of the official restrictions that are in force right now. Tendance exhibitors do not need to pay the annual standing charge for 2020.

On the web

Further details and images in print quality can be found at www.tendance.com/journalisten

#tendance20

www.twitter.com/tendencefair
www.facebook.com/tendencefair

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 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

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International Frankfurt Trade Fair
Frankfurt am Main, Germany,

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

* Provisional figures for 2019