

## nmedia at the consumer goods events of Messe Frankfurt

**Frankfurt am Main, 09 01 2023. We are off into a new trade fair season. The starting signal will be given by Winter-Nordstil in Hamburg from 14 to 16 January 2023. It will be closely followed by Ambiente, Christmasworld and Creativeworld at the Frankfurt exhibition centre. With a trend-setting concept, the three successful formats Ambiente, Christmasworld (both 3 - 7 February) and Creativeworld (4 - 7 February) will be held simultaneously for the first time. The order and content platform nmedia.hub will present its digital solutions with its own stands at the consumer goods fairs in Hamburg and Frankfurt.**

"Messe Frankfurt is working at full speed on new digital solutions for the retail sector. Here it is important for us to position the stationary trade for the future, to break down inhibitions with regard to online business and to advise as a competent partner. Together with nmedia GmbH and EK/servicegroup, we are therefore constantly developing the offerings of the nmedia.hub order and content platform", says Philipp Ferger, Managing Director of nmedia GmbH and Vice President Consumer Goods Fairs at Messe Frankfurt. "With the presence of nmedia.hub at our consumer goods fairs, we offer both retailers and manufacturers the experts directly on site".



Claus Tormöhlen on stage at the Nordstil Forum Photo: Messe Frankfurt/Jean-Luc Valentin

### **Presence at Winter Nordstil and Ambiente**

At the Winter Nordstil, nmedia presents itself in hall A3.0 at stand A05. In the discussions at the stand, interested parties can find out about the diverse offers of the online platform. The team around Claus Tormöhlen, Head of Marketing & Sales at nmedia.hub, will be focusing on three products in particular: "We will be presenting our 'Content', 'Order' and 'Dropshipping' services at our exhibition stands and making access easier for all visitors. In this way, our digital services and their possibilities can be experienced in real life. All

interested visitors will receive a tailor-made recommendation from us on how our services can simplify and speed up their daily business," says Claus Tormöhlen. The trade and industry expert will also give a presentation entitled "Simply managing content data in the nmedia.hub". In it, he will present the platform solution of nmedia.hub and show how a uniform content supply is possible across all brands. Claus Tormöhlen will give his lecture on 16 January, 2 p.m. in the Nordstil Forum, Hall B1, Stand B01.

Also nmedia will be represented twice at Ambiente. Firstly in Hall 3.1 at Stand A70 and secondly in Galeria Level 1 at Stand A01. In Hall 3.1, nmedia is specifically addressing the stationary specialist trade, such as Kustermann or Lorey, in order to increase their use of nmedia and to win over more brands for the platform. In Galeria, on the other hand, the focus is clearly on the e-commerce business and the connection of digital partners. Not to be missed is also the lecture "Simply manage content data in the nmedia.hub" by Claus Tormöhlen on 6 February, 3:30 p.m. in the Consoom Solutions Academy, Hall 4.0, Room Europa.

### **Digital Retail presented by nmedia**

In Galleria 1.0, and thus in the direct vicinity of Ambiente Dining, nmedia will also be presenting "Digital Retail". Here, strong online brands such as Ebay, EK Service Group, Kaufland Global Marketplace, nmedia and Interxion will show how digital business can be successfully established and professionally operated alongside stationary trade. The aim is to network with retailers and suppliers in order to jointly expand digital trade and thus strengthen stationary trade. The participating brands not only present themselves on site in a common area, but are also active on the online platform Ambiente Digital Extension.



### **Using Digital Extensions and nmedia for trade fair preparations**

Traders have a limited time at the fair. Besides getting to know new products and brands, they also order heavily. That's why retailers should simplify their processes. Via nmedia.hub, price enquiries can be made to the brands in the run-up to the event, individual prices negotiated and content enquiries placed. This is essential so that digital orders can be placed after the trade fair or even directly at the trade fair stand. Re-ordering from the top brands then runs smoothly via the EDI order interfaces. If contacts have been established with new brands, these business relationships should be built up directly via nmedia.hub.

Messe Frankfurt's Digital Extension platforms also offer numerous services. Among other things, they extend networking opportunities, as the online platforms of Ambiente,

Christmasworld and Creativeworld are available before, during and after the event. They also offer live streams of the lectures and discussion rounds of the numerous academies at the trade fairs as well as 1-to-1 video calls or chats.

"We are breaking new ground with the events in January and February 2023. Our goal is to take all our customers with us - whether exhibitors or trade visitors. Together we can help shape the future of our consumer goods industry and with offers like nmedia.hub, the Digital Extension or our content platform Conzoom Solutions, we are on the right track," says Philipp Ferger.

**Note for journalists:**

The nmedia team invites all media representatives to its stand in Galeria Level 1 at Stand A01 during Ambiente, between 4 and 5 p.m. daily.

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**nmedia.hub**

**The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

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

**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)

**Background information: Sustainable Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food

services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters 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 for 2022