

Press release

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## Nextrade celebrates order anniversary: Bonuses and trend worlds for retailers

Erdmann Kilian  
Tel. +49 69 75 75-5871  
erdmann.kilian@messefrankfurt.com  
www.messefrankfurt.com

**As the first digital B2B marketplace in the home and living business, Nextrade is celebrating its first order anniversary: Since November 2019, the platform is in live operation for retailers. As a thank you, 200 retailers receive a bonus of 100 euros on their order. In addition, a curated compilation of products will be opening on the digital marketplace from November, which will display the latest trends in theme worlds on a weekly basis.**

On the occasion of its one-year order anniversary, Nextrade starts a one-month Christmas campaign from mid-November: 200 retailers worldwide can look forward to a credit note of 100 euros. The promotion applies to the first 200 orders, each of which has an order volume of at least 500 euros. "Just in time to the pre-Christmas season we want to give our retailers in these challenging times a cost-effective opportunity of stimulating their Christmas sales and of selecting their assortment from a variety of international top brands", says Nicolaus Gedat, Managing Director of nmedia.



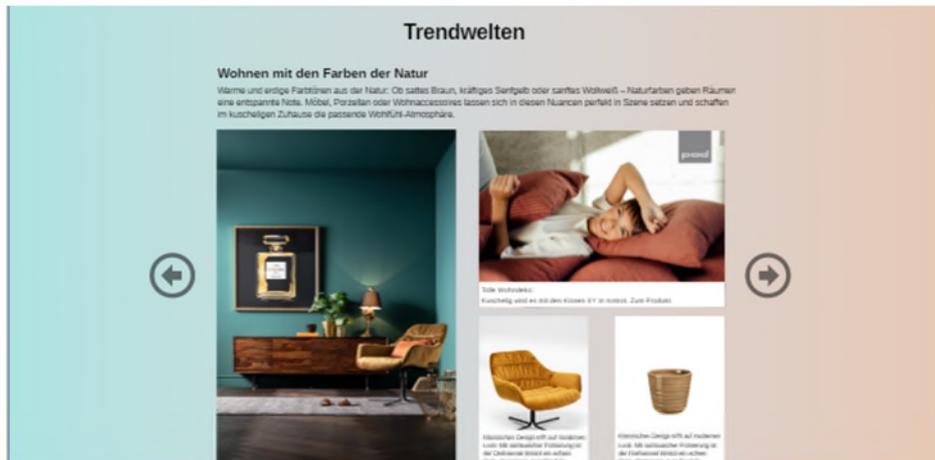
Since the beginning of November 2019 completely in live operation for retailers: Nextrade

2020 was a year with numerous milestones for Nextrade – starting with the rapid growth of participants within a few weeks, the successful internationalization of the portfolio in numerous markets and the website relaunch including improved usability and drop shipping. "This means that the B2B marketplace has passed its acid test in a challenging year. Now it is time to thank our retailers – for their curiosity, their support and last but not least for their willingness to help shaping the learning curve of the platform and also to try out something new themselves", says Philipp Ferger, Managing Director of nmedia and Group Show Director of

Tendence and Nordstil. The promotion is valid from 15.11. to 15.12. 2020 and is limited to a maximum of 200 retailers.

### As from November: Weekly trend worlds on Nextrade

A further additional offer for retailers starting in November is the weekly curated compilation of products from different Nextrade suppliers in the form of trend worlds. Whether warm and earthy colors from nature as an overarching theme or a very special selection for the Christmas season – with the trend worlds, retailers at Nextrade receive every week new ideas for the selection of their portfolio.



From November weekly new: the trend worlds on Nextrade

By clicking on the individual components of the trend world, retailers are sent directly to the exhibitor store that offers the selected products.

### Press information and photographic material:

<http://messefrankfurt.com/journalisten>

### 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)

### 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 – bundling a wide range of information for retailers.

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

### 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](http://www.messefrankfurt.com)