

Press release

Frankfurt am Main, July 2020

Even more diversity at Nextrade: Five more international markets in the portfolio

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

With Nextrade, buyers sit directly at the source: With a single login, they can order at individual conditions from hundreds of suppliers of top brands - worldwide. Due to its great success in ten European markets, the B2B marketplace Nextrade is expanding its international portfolio by five more.

"We are very pleased with the rapid internationalization success of Nextrade. That is why we have decided to continue at this pace and to become active in five new countries at this stage. We see great potential in the markets of the Czech Republic, Greece, Italy, Lithuania and the United Kingdom", says Nicolaus Gedat, Managing Director of nmedia.



Diversity at Nextrade: Five more countries in the portfolio

Philipp Ferger, Managing Director of nmedia and Group Show Director of Tendance and Nordstil, is also pleased about the international variety: "As you can already see today, the portal is rapidly gaining in importance internationally. Following the launch in markets such as Denmark, France, the Netherlands, Poland and Sweden, we are expanding our international marketing. Italy in particular is an extremely important market for the consumer goods sector, which we are now tackling".

Currently, more than 200 suppliers from 30 countries with their 300,000 products and over 2,100 buyers from 78 countries are digitally brought together on the digital B2B marketplace for the entire home & living industry. With Nextrade, retailers have access to an ever growing number of national and international top brands. Companies such as Everless, Herforder Werkstätten, Hukka Design, Mags or Nordic Flame

are among the newest suppliers – and more are added every day. As a supplement to the industry's face-to-face trade fairs, the B2B marketplace drives the trade fair business forward and maintains business relationships inbetween events, virtually extending content and exchange throughout the year – and also enables new target groups to open up both nationally and internationally.

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

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

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