

Press release

June 2021

"The goal has always been to use new technologies to simplify communication between brands and retailers"

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

The Nextrade management team has been complete since April 2021. The four experts **Nicolaus Gedat**, Managing Director nmedia, **Philipp Ferger**, Managing Director nmedia/ Vice President of Consumer Goods Fairs Messe Frankfurt, **Patrick von Nolcken**, Head of sales Nextrade and **Claus Tormöhlen**, Head of Brand Management, jointly contribute their experience and network to the work at Nextrade. With this expertise, they are well on their way to become the central and international data platform for the home & living industry.



From left to right: Philipp Ferger (Managing Director nmedia/ Vice President Consumer Goods Fairs Messe Frankfurt), Patrick von Nolcken (Head of sales Nextrade), Claus Tormöhlen (Head of Brandmanagement Nextrade), Nicolaus Gedat (Managing Director nmedia)

Nicolaus Gedat, you have been bringing trading partners together electronically for over 20 years now, providing fast and uncomplicated help with electronic data interchange. nmedia is the market leader in Europe in the field of Electronic Data Interchange (EDI). How did everything start back then?

Nicolaus Gedat: Now you've got me, over 20 years. A really long and exciting time. When I came back from London – I was working there at the world's leading private trade fair organizer – I already wanted to do Nextrade. But the market didn't want that yet, so we started with EDI (Electronic Data Interface). The goal was always to use new technologies to simplify communication between brands and retailers. Therefore, the EDI Clearing Center was the logical step in this direction. Today, all brands and major dealers worldwide are connected to us. We are also a little proud of this.

One service that Nextrade offers retailers is the automation of the transfer of product and image data to their own B2C stores and merchandise management. How important is electronic data processing and how much time can be saved by using the tool save?

Nicolaus Gedat: Without automation, it is very difficult for the retailer to work efficiently and profit-oriented. One person is permanently occupied with the manual maintenance of product and image data. This is, of course, far too expensive. If the retailer orders products from his brand via Nextrade, he can download the associated product and image data automatically. And even in the format required by his own B2C store and merchandise management system. The effect is obvious.

Philipp Ferger, you have a great deal of expertise in the B2B business of the consumer goods industry through your work as Vice President Consumer Goods Fairs at Messe Frankfurt. To what extent will trade show attendance be connected with pre-nextrade attendance in the future and how will this affect the attendance of trade shows?

Philipp Ferger: Quite clearly, Nextrade is not a competitor for our face-to-face trade shows, but a complement to them for the entire industry. The B2B marketplace drives the trade show business and maintains business relationships between events, extends content and exchange virtually throughout the year – and also makes it possible to tap into new target groups. It does not, however, offer a substitute for face-to-face conversations between brands and retailers or the emotional component of shopping. But that's not the goal of the marketplace either. Rather, the idea is that trade shows and Nextrade can form a single unit and create synergies, similar to the shopping practice of many customers at the POS today with online advance information and the retail shopping experience. Brands and manufacturers can be contacted in advance of the trade show and start the business relationship. Then there is more time at the trade show itself for the actual products and the important personal exchange. During the trade fair visit, products can be selected directly and immediately via the new Nextrade app, added to the shopping cart in Nextrade and ordered. This means that all the data for the order is already available when the buyer returns to his office. This also means that no more "trade show ideas" are lost. With the digital platform, we are the first trade show organizer to utilize this potential and, together with strong partners, are helping to shape the digital transformation of the industry.

You work in a very global environment at your trade fairs. Are you also planning further international steps at Nextrade? And will the order platform also open up to other sectors in the future?

Philipp Ferger: Internationality has top priority at Nextrade. As you can already see today, the portal is rapidly gaining importance internationally. We have already connected brands and distributors from over 130 countries, and it keeps going. Currently, our international sales partners are active in over 20 countries throughout Europe. The next step in

internationalization is to expand the portfolio outside Europe to overseas. In terms of sectors, we were able to add brands from other Messe Frankfurt consumer goods fairs to the portfolio much faster than planned, in addition to Ambiente brands. And of course there are many other industries for which Nextrade is interesting as a central marketplace.

Claus Tormöhlen, you have gained your professional experience in large retail formats. For which retailer target group do you think Nextrade is a must? What advantages do you see and what do retailers get out of Nextrade?

Claus Tormöhlen: Certainly, my stations at Karstadt and Galeria Kaufhof were strongly characterized by a business model of many locations and store sizes. In contrast, the individual stores of the KaDeWe Group were planned and treated like a strong specialist retailer at the location. However, it must also be taken into account that KaDeWe has very strong local roots in addition to its international orientation. This was particularly pronounced in the Home & Living division. I am therefore aware of the requirements on the part of the specialist retailers.

Nextrade is there for all retail formats. Whereby the specialized trade is and remains the most important target group for Nextrade. With its different products and services, each format can select its optimal products and services on Nextrade. For example, specialist retailers can search for new brands and their contacts in purchasing or order products with connection of the data to their own merchandise management system. Or support sales at the POS and online with dropshipping for more customer service while reducing inventory, or even by using the Nextrade app in the daily sales process. For department stores, furniture stores and chain stores, the focus is on content in addition to the points already mentioned. Nextrade can provide all product data for many relevant brands in the desired formats in a uniform and consolidated manner. This saves time and costs.

What time horizon do you see until purchasing via B2B platforms such as Nextrade and standardized data are taken for granted in the industry?

Claus Tormöhlen: The success of nmedia in the area of master data and EDI has shown in recent years that standardized data has clear advantages for all partners. Here, all partners have certainly been able to gain experience and trust. The last few months have led to many retailers and brands significantly pushing the digitalization of their business and the inhibition thresholds for the use of standardized data are lowering. Therefore, we hope that on this basis B2B platforms, standardized data and Nextrade will become the new "normality" of our industry at a high speed.

Thanks to the dropshipping function, retailers can have the requested products delivered directly from the brands' warehouse to the end customers. Patrick von Nolcken, how is this function being received by retailers?

Patrick von Nolcken: The dropshipping function is a real added value for our customers, as it can be perfectly integrated into the stationary business. The retailer has access to the brand's entire product range. This means that the service for the end customer can be optimized. The brands take care of shipping the products directly to the end customer. They thus offer stores individual purchasing conditions and provide them with all relevant product data. In this way, they enable stationary retailers to look for a product directly on Nextrade and together with the customer, order it and send it directly to the customer. Retailers can thus take advantage of the full sales potential of the brands without having to use large storage areas, thus strengthening the stationary business just as much as an online store. This reduces any possible loss of time and makes convenience a reality for the customer. This makes the platform even more attractive for stationary retail.

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

Nextrade – the digital marketplace

The new digital ordering and data management system for brands 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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020