

Five more international markets join Nextrade

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Nextrade has expanded into five new markets.

B2B marketplace expanding

Five more markets have joined B2B marketplace Nextrade with the United Kingdom, Czech Republic, Greece, Italy and Lithuania now part of the remit.

The marketplace, essentially a digital trade fair and order platform for the home and living sector with links to Messe Frankfurt, has already had success in ten European territories and boasts brands such as Kahla, Riedel, Leonardo, Asa Selection, Gefu and many, many 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.

Philipp Ferger, managing director of nmedia and group show director of Tendence 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.

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