



Relaunch for Messe Frankfurt's Nextrade website

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New look from July 2020

Nextrade, the B2B marketplace website – which is run by nmedia in collaboration with Messe Frankfurt – is being relaunched with a new look from July 2020.

The website works to connect retailers and suppliers enabling them to exchange data on products, stock information, transaction data, and more through an online platform.

The relaunch also introduces the drop shipping function, which allows products to be shipped directly from the supplier to the retailer's end customer.

Users can also look forward to newly developed sub-pages that are specially adapted to the needs of retailers and suppliers. In videos, the two Nextrade personae Tina Trade and Nino Next show how Nextrade enables retailers to get into personal contact with top brands in the Home & Living sector and what added value the platform creates for suppliers to generate new customers.



NexTrade is powered by Messe Frankfurt

“As for the usability of Nextrade, various features are still to come. In addition to the website relaunch, the content link with Conzoom Solutions is to be expanded in the future. Furthermore, possibilities for direct communication via Nextrade are planned. Another focus is on the continuous improvement of the user experience when browsing through the products. With the last update to Shop Layout 2.0, the shops' respective product ranges were transferred to a tile-based grid view and are now presented in a four-column grid. This means that more products can be displayed at the same time and the whole shop looks even clearer and more inviting”, explains Philipp Ferger, managing director of nmedia and group show director of Tendence and Nordstil.

Suppliers, as well as retailers and their end customers, also benefit from the new drop shipping function. This feature allows retailers to order Nextrade products that are not in stock and have the goods delivered directly from the supplier's warehouse to their end customers – even immediately during or after sales talks with customers in the store.

“With drop shipping, retailers and suppliers on Nextrade can meet the needs of the end customers even better, exploit the entire revenues potential and at the same time reduce their own packaging and storage costs”, says Nicolaus Gedat, managing director of nmedia.

With the rollout in Austria, Belgium, Denmark, Finland, France, Luxembourg, the Netherlands, Norway, Poland, Portugal, Sweden, and Switzerland, Nextrade has already gained substantially in importance in Europe. About 40 percent of the shops on Nextrade are international brands encompassing 16 countries beyond Germany.

On the retailer side, a third of the total of over 2,000 participants come from abroad.

www.nextrade.market

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