

## Nextrade with its own stand at Nordstil

**Frankfurt am Main, January 2022: Green light for the winter edition of Nordstil in Hamburg. The consumer goods fair will open its doors from 15 to 17 January with 670 exhibitors and offer retailers one of the few opportunities for personal exchange this spring. The B2B data and order platform Nextrade will be right in the middle of the action. It will present its portfolio directly on site at its own stand. Anyone who wants to stay networked beyond the trade fair should contact the experts at Nextrade and find out about the numerous opportunities offered by the platform.**



Nextrade at Nordstil with its own stand.

At Nordstil in Hamburg, Nextrade will be live at the trade fair with its own stand. From 15 to 17 January 2022, the Nextrade team will be providing information about the diverse areas of application of the platform in Hall A4 at Stand F36. At the stand, interested parties can experience the digital showrooms live on screen, see what advantages Nextrade offers and get to know the portal in more detail.

With its process chain and the combination of additional services and products, the digital order and data platform Nextrade has become an all-rounder in the digitalisation of trade. Currently, more than 10,000 traders order from 400 brands on the online portal. Moreover, it is available at any time of the day or night, 365 days a year. "With Nextrade, we have not only digitised and centralised ordering in the consumer goods industry, but also made the simple exchange of item data possible. Nextrade extends the trade fairs on site and offers brands the chance to present their products and novelties and even make them tangible in virtual showrooms. At the Nextrade trade fair stand, all interested parties can experience the platform live, explore advantages and receive individual advice," says Nicolaus Gedat, Managing Director nmedia GmbH.

Discover Nextrade at: [www.nextrade.solutions](http://www.nextrade.solutions)

**Your contact:**

Erdmann Kilian

Tel.: +49 69 75 75-5871

[erdmann.kilian@messefrankfurt.com](mailto:erdmann.kilian@messefrankfurt.com)

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

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

**Nextrade – the digital marketplace**

The 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 revenue. 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**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021