

Press Release

January 2020

Nextrade: international rollout at Ambiente 2020

Anil Öt
 Tel. +49 69 75 756643
anil.oet@messefrankfurt.com
www.messefrankfurt.com
www.ambiente.messefrankfurt.com

The digital marketplace Nextrade keeps growing. At the forthcoming Ambiente, the platform already has a three-digit number of suppliers, each with its entire product range. To ensure further growth of the platform, a team of fifteen will be available at Ambiente to talk directly to exhibitors in all three product groups – Dining, Living and Giving.

The B2B marketplace Nextrade is the first order and data platform for the home and living industry, bringing together supply and demand under a single digital roof and creating major added value for both sides. This efficient B2B platform with its central login enables retailers to place orders with all their suppliers 24/7, 365 days a year. At the same time they can access to all the necessary up-to-the-minute data, such as images, price lists and product details. Moreover, suppliers benefit from totally new sales channels and channels of distribution, particularly outside their own countries. In order to embrace this international potential, the world's largest consumer goods trade fair is now set to launch the European rollout of Nextrade. Exhibitors at this year's Ambiente have already received vouchers prior to the event, and any company that uses Nextrade as a supplier automatically saves the annual charge of €600 in 2020.



Ambiente 2020: Conversation at the Nextrade info stand with Nicolaus Gedat (left) and Philipp Ferger

“Unlike their B2C counterparts such as Amazon, B2B marketplaces are still not very common in many segments, in fact sometimes they don't exist at all – even though the demand is clearly there. This provides enormous potential for the various industries – potential which, through Nextrade, we are now seeking to leverage for home and living. As a B2B

Messe Frankfurt Exhibition GmbH
 Ludwig-Erhard-Anlage 1
 60327 Frankfurt am Main
 Germany

marketplace, Nextrade is equally feasible in all other industries with similar trade structures. Ambiente 2020 gives us an ideal opportunity to plan further steps in close coordination with each industry,” says Philipp Ferger, Tendence and Nordstil Group Show Director and CEO of nmedia.

Nextrade for retailers: free of charge and full of benefits

Nextrade is free for retailers. Although marketing within Europe only starts at Ambiente 2020, more than 150 retailers have already registered since it finally went live at the end of October 2019, and are now in a position to request access to around 110 suppliers. Whenever a new supplier is added, the overall number of B2B shops grows, so Nextrade can give retailers access to a wider range of options – with a single login, with the same look-and-feel and from within the same system.

The Nextrade user interface has been adapted to suit the precise needs of retailers sourcing their product ranges from a variety of specific suppliers. Each retailer can compile a shopping basket for themselves with any of the suppliers, benefiting from the prices that are applicable to them as a retailer. As a result, they can maintain an overview of their specific purchases and costs at all times. Search results are displayed in an overview of all suppliers who have hashtagged the requested product, sorted by suppliers with the largest selections of that product.



Nextrade: free to use for retailers

The order process is made even more efficient by the fast way data entry procedure: Retailers can enter any known article number directly into the system, or they can upload a previously created CSV Excel worksheet, thus automatically filling their shopping baskets without having to search for the product or select it manually. “A high-street retailer, in particular, will be able to use Nextrade as an extension of their shop counter when talking to customers. When a customer asks about different colours or whether certain products are available, the retailer can check in real time which products are available when and can tell the customer straight away,” says Nicolaus Gedat, CEO of nmedia.

Retailers and suppliers interested in Nextrade will be able to discuss the platform at the Nextrade info stand in the foyer of Hall 4.1, where Philipp Ferger, Nicolaus Gedat and the entire team of nmedia GmbH will be available. Another event that should not be missed is the presentation of the B2B marketplace at the Ambiente Academy in Hall 11.1, where

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 7 to 11 February 2020

Daniel Zander from nmedia will provide further insights and talk about the benefits of Nextrade. He will be giving 30-minute presentations on each of the five days of the trade fair.

Ambiente 2020 will take place from 7 to 11 February 2020.

Information for journalists:

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

Press information and photographic material:

www.ambiente.messefrankfurt.com/journalisten

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente
www.instagram.com/ambientefair | www.ambiente-blog.com

Hashtag: [#ambiente20](#)

Ambiente – a leading international trade fair

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

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

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

Background information about Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. It employs a workforce of 2,600* at 30 sites and generates an annual revenue of around EUR 733* 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 revenues network, which extends throughout the world. Our comprehensive range of services

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 7 to 11 February 2020

– both on-site 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).

Further details from: www.messefrankfurt.de

* Provisional figures for 2019