

Press Release

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## Fresh inspiration from the Nordstil Forum

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**The Nordstil Forum is an absolute must for trade visitors coming to the regional ordering days in Hamburg with their workshops, specialist talks and presentations of the latest trends – days that promise a wealth of ideas and inspiration for retailers.**

As usual, a range of well-known specialists will be presenting a varied and exciting programme, equipping high-street retailers for some highly successful business. The presentations will be held at the Nordstil Forum in Hall B1.0 on all three days of the trade fair.

The speakers will be sharing effective methods of communication with customers as well as creative DIY ideas for everyone. Another focus will be on today's prevailing trends, while not forgetting the attractive design of the POS. Specialists will also be demonstrating how retailers can foster loyalty among their customer base, despite today's changes in the market.



Speakers sharing tips and tricks at the Nordstil Forum

Details of the wide range of talks at the Nordstil Forum can be found in the attached PDF file – [nordstil.messefrankfurt.com/forum](http://nordstil.messefrankfurt.com/forum)

The next Nordstil will be held from 27 to 29 July 2019.

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

### **Nordstil – regional ordering days in Hamburg**

Nordstil is the regional ordering platform for the North. It features a wide product range covering four segments: Home & Garden, Style & Design, Gifts & Stationery and Jewellery & Fashion. Nordstil is the regional ordering platform for the spring and summer business and then again for the autumn, winter and Christmas seasons. It is aimed at northern distributors.

### **Information for journalists:**

Further details and photographic material of Nordstil can be found at [www.nordstil.messefrankfurt.com/journalisten](http://www.nordstil.messefrankfurt.com/journalisten)

Follow Nordstil on Twitter: [www.twitter.com/nordstil](http://www.twitter.com/nordstil)

### **Background information about Messe Frankfurt**

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500\* at 30 sites and generates an annual revenue of around EUR 715\* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)

\* Provisional key figures for 2018