

Chinese impulses for the future of retail – invitation to the Digital Academy's second edition

Episode 2 of the event series on 5 July 2023, 10:00 - 10:55 a.m.: Future Retail - Focus on China

Frankfurt am Main, 13 June 2023. What will be in demand in the future? And via which channels will the retail of tomorrow take place? The Digital Academy provides insights into the future of retail and takes a look at China. The second strongest economy of the world is considered a pioneer in retail, online as well as onsite. Moreover, according to a report by the International Monetary Fund (IMF) in May this year, the country turns to consumption again since the reopening after the pandemic and is thus currently driving growth in the entire region. Beryl Hsu, Editor-in-Chief of AD China, and Wayne Xiang, founder of United Home and Likuai China, provide insights into a market of the future.

Under the title *Home & Art of Living in the East*, Beryl Hsu opens the doors to selected private flats and houses in China for the Digital Academy. By examples of contemporary interior design, she shows how Western consumer brands can complement Chinese lifestyle in order to create a harmonious style with a very own, unique signature. The editor-in-chief of AD China is considered a tastemaker in the Chinese market and the authority par excellence when it comes to good taste. She joined AD China in 2013, later founded AD Casa and has since then curated annual exhibitions on architecture, design, contemporary art and lifestyle.

With his key note on *Next Generation of Retail in China*, Chinese entrepreneur and market expert Wayne Xiang will cast a light on the development of retail channels and the market for household goods in China. His company United Home is the leading importer of household products in the domestic market and the first company to import European household products to China since 1997. With his company Likuai, which has 320 shops in 65 cities, Xiang has established the largest chain of shops in China that exclusively sells high-quality imported household products. Xiang has thus already enabled more than 100 European consumer goods brands to enter the Chinese market. As part of the Digital Academy, the entrepreneur shows internationally relevant changes in retail trends and takes a look at both online and stationary retail. How can European household goods brands gain a foothold in the Chinese market? This is what Xiang now explores in episode 2 of the Digital Academy. The expert anticipates developments and shares his experiences with the participants of the online event.

With the new Digital Academy, the consumer goods fairs host regular target group-specific online events for exhibitors and visitors on meta-topics such as sustainability or the future of retail on a joint digital platform. The events take place every two months throughout the year, are available in German and English and feature key notes by experts with in-depth industry knowledge, food for thought and practical tips.

The upcoming Summer Nordstil will take place from 22 to 24 July 2023.
The next Winter Nordstil will take place from 13 to 15 January 2024.

Information for journalists:

Further details and photographic material of Nordstil can be found at
www.nordstil.messefrankfurt.com/journalisten

Follow Nordstil on Instagram: www.instagram.com/nordstilmesse



Your contact:

Erdmann Kilian
Tel.: +49 69 75 75-5871
Erdmann.Kilian@messefrankfurt.com

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

www.messefrankfurt.com

Nordstil

Nordstil is the order platform for Northern Germany and Scandinavia. It offers a comprehensive product range divided into the following product areas of Home & Garden, Style & Design, Kitchen & Gourmet, Gifts & Stationery and Jewellery & Fashion. For retailers, it is the regional ordering date for spring and summer business, as well as for fall, winter and Christmas business.

nmedia.hub: The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year. www.nmedia.solutions

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 sale. 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

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales

network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters 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

* Preliminary figures for 2022