



Ready for the future: Nordstil Forum with exciting practical tips and clear trend statements

Frankfurt am Main, December 2022. Full speed ahead towards the future: visitors can secure fresh ideas and gain a valuable knowledge advantage at the Nordstil Forum. On all three days of the fair, the lecture area will address topics that are currently moving the trade and offer solutions and suggestions for optimising the selection of assortments and product presentation at the point of sale. Up-and-coming designers and young brands will be showing the latest sustainable products at the joint stand of the Design Zentrum Hamburg.

"Sustainability, energy transition, digitalisation: topics that move the world and challenge us. A stiff breeze can be a braking headwind. Or it can be the chance to cross against the wind, try out new things and thus steer towards business success", says Susanne Schlimgen, Head of Nordstil. On all three days of the fair, the Nordstil Forum will offer an exciting programme that will best equip retailers for successful business. In Hall B1.0, visitors will find the perfect opportunity to deepen their know-how within the framework of expert lectures, workshops and trend presentations and to familiarise themselves with current trends, market developments and marketing strategies.

How retail saves energy and emissions

Saturday, 14.1.2023, 13:00 - 13:30 and Sunday, 15.1.2023, 15:00 - 15:30

Saving energy has become a duty for retailers and makes an important contribution to sustainability. "Saving energy is the key to more climate protection in the industry," **Jelena Nikolic** is convinced. She is the project manager of the climate protection offensive at the Handelsverband Deutschland e. V. (HDE) and a member of the Environmental Label Energy and Climate Policy jury. The innovative climate protection project "The Retail Efficiency and Climate Protection Offensive" supports retailers in saving energy and avoiding emissions. In her lecture, visitors will receive important and valuable background knowledge on energy saving potentials as well as helpful support in implementing a more sustainable and climate-friendly economy.

Three tips on how retailers can successfully launch their products on Instagram and TikTok

Sunday, 15.1.2023, 11:00 - 11:30 a.m.

"Make content. Not advertising." - **Katja Ahrens**, Managing Director of the online marketing agency Havendo GmbH, knows how SMEs generate attention on the web and bring their products smartly to their customers. In her presentation "Three tips on how retailers can successfully market their products on Instagram and TikTok", she shows ways to boost sales in your own shop with Instagram shopping and to get support from UGC¹ creators. She also explains why it is not a good idea to have trainees alone create

¹ User-Generated Content

social media content on the side. In Ahrens' eyes, social media is a matter for the management level and requires a coordinated strategy.

Sustainable, affordable and effective gift packaging at the POS

Sunday, 15.1.2023, 2.00 p.m. - 2.30 p.m.

What is the importance of gift wrapping for retailers and customers at the POS? And how do we manage to offer customers special gift packaging at the POS in the everyday madness of business? **Stefanie Guckau** from the company Schönherum wants to rethink packaging services with her presentation "Sustainable, affordable and effective gift packaging at the POS" - always with a focus on locally sourced products, environmental awareness and upcycling. The entrepreneur shows visitors a gift world that is in harmony with our nature and earth. "I love and live packaging and want to help retailers find and package their own story," says the founder and owner..

How to be green - what makes sustainable brands?

Monday, 16.1.2023, 12:00 - 12:30 p.m.

Eco or greenwashing? How do I recognise sustainable brands and what makes a good green range? How can I communicate sustainability as a label or shop, even if I am just starting out? What is important in the green target group and what does that mean for my communication? At the Nordstil Forum, **Mimi Sewalski**, CEO of Avocadostore GmbH, shares her valuable experience with numerous sustainable brands and a green target group and also brings along some easy-to-implement tips for communication and assortment. Her message: "Sustainability is a process! Every step counts - you don't have to be perfect, but you have to start!"



Visitors get practical insights and tips at the Nordstil Forum. Photo: Messe Frankfurt/Jean-Luc Valentin

New on board: Design Zentrum Hamburg

Nordstil welcomes the Design Zentrum Hamburg on board - with new designs and fresh ideas from the Hamburg design scene. As a municipal initiative for the promotion and visibility of the design industry in Hamburg, it supports Hamburg's design industry in growth, further development as well as transformation processes and acts as a mediator between the economy and the design industry. As a network and incubator for new ideas, it promotes interdisciplinary exchange at eye level with designers, universities and industry.

At Nordstil 2023, the Design Zentrum Hamburg will give upcoming designers and young brands from Hamburg the chance to present their latest, sustainable products to the trade public at a joint stand. Visitors will find the selected design talents in Hall A3, F19.

The Nordstil Forum programme can be found in the event calendar on the [Nordstil website](#) and is updated daily.

The next Winter Nordstil will take place from 14 to 16 January 2023 and the next Summer Nordstil from 22 to 24 July 2023.

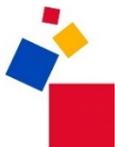
Information for journalists:

Further details and photographic material of Nordstil can be found at

www.nordstil.messefrankfurt.com/press

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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.

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.

conzoom.solutions

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.

[nmedia.solutions](https://www.nmedia.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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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