

news +++ Nordstil
13 to 15 January 2024

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Nordstil Forum: valuable industry knowledge and practical tips

Frankfurt am Main, December 2023. What are the trends for the upcoming season? What topics are retailers focusing on? And how can retailers meet the current challenges facing the industry? The Nordstil Forum in Hall B1.EG will provide answers to these questions: on all three trade fair days, renowned speakers will present cutting-edge topics, exciting best practices, trends and creative tips for the POS.

"The consumer goods industry is changing and is facing massive challenges. With the Nordstil Forum, we want to offer retailers a platform for valuable industry and knowledge exchange in the North. Issues such as digitalisation and sustainability, problems such as the ongoing shortage of skilled workers, the energy crisis and inflation or the transformation of city centres are of acute concern to retailers. This is precisely where the Nordstil Forum comes in – and provides concrete solutions, fresh ideas for exciting (additional) product ranges, innovative store concepts and digital strategies for sustainable business success and future-orientated competitiveness," explains Susanne Schlimgen, Director Nordstil. The lecture programme can be found in the [event calendar](#). Visitors should not miss these top speakers:

Sustainable websites – a contribution to climate protection that every company should make: Saturday, 13.01.2024, 11:00 – 11:30

Huge amounts of data circulate around the globe every day. The CO2 emissions of the internet are growing rapidly – due to ever larger data centres, more powerful end devices and more complex websites. In his keynote speech, scientist and online expert **Dr. Torsten Beyer** explains how sustainable websites can avoid unnecessary data transmission and design climate and user-friendly, less accessible and faster websites instead.



Expert presentations, workshops and practical tips will be provided by the Nordstil Forum on all three trade fair days. Photo: Messe Frankfurt/Jean-Luc Valentin

Saleable and sustainable floristry trends spring/summer 2024:

Saturday, 13.01.2024, 12:30 – 13:00, Sunday, 14.01.2024, 15:30 – 16:00 and Monday, 15.01.2024, 12:30 – 13:00

A daily changing live presentation awaits visitors at **Victoria Salomon**: The master florist brings her creative floral arrangements from her store "The World of natural Beauties" directly from Halle/Saale to Hamburg – and offers lasting inspiration for floral shop and window decorations.

Shortage of skilled labour? Not for me! Examples of Scandinavian management strategies as the key to success for the German retail sector:

Saturday, 13.01.2024, 15:30-16:00

The world of retail is in constant motion, and with it the requirements for effective management styles. But how can retailers counteract the shortage of skilled labour and generate sustainable competitive advantages? **Birgit Stülten**, bestselling author and expert in executive coaching, shows how – and provides valuable insights into a promising Scandinavian leadership model.

Product staging at the point of sale, using the example of the Trend Islands with a live walkthrough presentation: Saturday, 13.01.2024, 14:00 – 14:30, Sunday, 14.01.2024 and Monday, 16.01.2024, 14:45 – 15:15

How product ranges can be presented in an exciting way and how customers can be encouraged to buy, shows **Olaf Stademann**, window & store designer and visual merchandising expert. He curates the two Trend Islands adjacent to the Nordstil Forum under the mottos "Mix & Match" and "More than Sea(sonal)". He will present the Trend Islands daily and answer questions during his live walk through the presentation.

Why your company should be on LinkedIn:

Monday, 16.01.2024, 14:00-14:30

It is THE business network par excellence: LinkedIn has long been an integral part of everyday professional life. **Katja Ahrens**, founder and managing director of havendo, explains how companies can make the most of the social media platform. The keynote speaker promises to have the right strategies, content and personal branding measures ready for every company – no matter what budget is available. It's worth listening in!

Information for journalists: Further details and photographic material of Nordstil can be found at nordstil.messefrankfurt.com/press

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