

news +++ Ambiente/Christmasworld/Creativeworld  
26/27 to 30 January 2024

**ambiente**      **christmasworld**      **creativeworld**

## Experience digital retail opportunities live in direct exchange with experts

**Frankfurt am Main, December 2023. What is the best way to combine bricks and mortar with digital? How can customer needs be met even faster with additional digital services? Ambiente, Christmasworld and Creativeworld will provide the consumer goods industry with valuable answers, solutions and contacts in Galleria 0 from 26 to 30 January 2024, because the Digital Retail area presented by nmedia links stationary and digital retail - this is where strong digital players provide assistance in expanding online business. In addition, the new special presentation Digital Experience Area demonstrates how digitalisation can be implemented at the point of sale.**

At the upcoming Ambiente, Christmasworld and Creativeworld consumer goods trade fairs, all forms of retail will have the opportunity to gather information on the topic of digitalisation in retail, to network and to enter into a joint dialogue. In Galleria 0, in the direct vicinity of Ambiente Dining, strong online brands such as EK Retail, Kaufland and nmedia will be presenting themselves in the Digital Retail area. Together, they will show how digital business can be successfully established and professionally operated alongside bricks-and-mortar retail. The aim is to connect retailers and suppliers beyond the trade fair in order to further expand digital retail together and thus strengthen bricks-and-mortar retail.



At Digital Retail presented by nmedia, visitors learn how they can expand their online business in a targeted manner. Photo: Messe Frankfurt/Petra Welzel.

Nicolaus Gedat, Managing Director of nmedia, is convinced that "there will only be a successful future for bricks-and-mortar specialist retailers with additional digital offerings". To this end, EK Retail, Messe Frankfurt with its online platform Conzoom Solutions for inspiration, expert insights and industry news throughout the year and nmedia are intensifying their collaboration. In future, all of the partners' services will be even easier to access via the nmedia.hub. In the lounge of the Digital Retail Area, interested parties can engage in informal dialogue and obtain comprehensive information about the digital tools and services. The team led by Matthias Kluth, Strategic Sales Manager at Kaufland, the digital and stationary full-range grocery retailer, will be on site to talk about e-commerce. Viola Trabold, National Sales Manager at Kaufland e-commerce, will talk about what is important when selling on the marketplace in the Home, Living & Dining categories on Monday from 11.45 a.m. to 12.15 p.m. in her presentation "Sales drivers marketplaces - selling quickly and easily nationally and internationally using the example of Kaufland Global Marketplace". Trade visitors can experience this and other exciting presentations in the [Conzoom Solutions Academy](#) in Hall 4.0/Saal Europa.

### **Zwiesel Glas with a hybrid trade fair stand concept at Ambiente**

The area is supported by nmedia, the digital order and content management system for brands and retailers in the home & living sector. It enables active ordering with over 400 brands such as ASA Selection, Profino and Wenko at any time of day or night, 365 days a year. For example, Ambiente exhibitor Zwiesel Glas is brand new with its own shop at nmedia.hub. In 2024, they will be realising a hybrid trade fair stand concept for the first time, in which they will present their retail range on large screens at nmedia.hub and inform their customers about this additional individual ordering option. "Our aim is to create a seamless connection between live experiences and digital information options during customer meetings at the trade fair stand. This integration makes it possible to enhance the trade fair experience before, during and after the event by allowing visitors to enjoy the live experience as well as access information and place orders via the digital platform. This holistic approach allows us to create a comprehensive and enriching experience for our customers and partners," emphasises Michael Eichinger, Head of Marketing, Product & Communications at Zwiesel Glas. "Thanks to nmedia, our retail partners can access information on our Zwiesel Glas and Schott Zwiesel brands and products and place orders at any time and from anywhere," adds Eike Christian Radtke, Head of Sales Consumer Zwiesel Glas.

### **New: Special presentation "Digital Experience Area": digital technologies for the point of sale there to be tested**

Experience new retail technologies live - this is also made possible by the special presentation "Digital Experience Area" in cooperation with the Mittelstand-Digital Zentrum Handel, supported by the German Federal Ministry of Economics and Climate Protection (BMWK). On site, technology experts will demonstrate digital applications using concrete examples of implementation and provide initial ideas on how retail companies can further develop the shopping experience in line with customer needs with the help of technological solutions.



Experts use specific examples to show how digital technologies can be integrated at the point of sale. Photo: Messe Frankfurt/Mittelstand-Digital Zentrum Handel

Trade visitors will learn how digitalisation can be implemented in retail. They can experience and test a variety of application-orientated examples such as virtual product shelves or the use of virtual reality glasses, intelligent mirrors and much more live.

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition center.

Ambiente/Christmasworld: 26 to 30 January 2024  
Creativeworld: 27 to 30 January 2024

**Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

**Press releases & images:**

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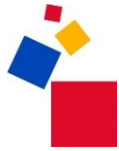
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