

Press release

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Order platform Nextrade expands marketing and sales

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Nextrade strengthens its competence in marketing and sales: The digital B2B marketplace continues to expand its staff and brings Claus Tormöhlen, former Head of Buying at KaDeWe Group Berlin, on board as Head of Brand Management. Jo-Anne Bartl will be responsible for the platform's marketing, which will be further expanded.

Nextrade invests in valuable know-how in marketing and sales and brings Claus Tormöhlen on board as Head of Brand Management and Jo-Anne Bartl as Marketing Manager. In his role, Tormöhlen is responsible for making the B2B marketplace even more intuitive and user-friendly for retailers in the future. He most recently worked for four and a half years as Head of Buying at KaDeWe Group Berlin and brings with him more than 25 years of professional experience in management positions in home & living purchasing for relevant German department stores.



Claus Tormöhlen is responsible for the expansion of the platform from a retailer's perspective.
Credits: Anna Kaduk

"With Claus Tormöhlen, we are gaining an absolute expert of the home & living industry who is known for modern, international, courageous, innovative and successful concepts as well as their implementation and further development. Nextrade will benefit significantly from his expertise and contacts in the household, home textiles, interior, stationery, luggage, technology, books, toys and children's fashion sectors," says Philipp Ferger, Managing Director of nmedia.

Jo-Anne Bartl originally comes from the games industry and worked for

the e-commerce department of a publishing house. At Nextrade, she will be responsible for the further development and expansion of the marketing team. She is the link in communication between retailers, brands, Nextrade and Messe Frankfurt.



Jo-Anne Bartl is responsible for marketing at Nextrade. Credits: Anna Kaduk

"We are very pleased to welcome Jo-Anne Bartl, an online marketing expert with a great affinity for topics related to Home & Living, to the team. Her distinctive experience in the development of communication strategies is especially important now to communicate novelties of the B2B marketplace such as the app and the recently introduced showrooms and to explain the advantages for brands and retailers in a transparent and understandable way", says Nicolaus Gedat, Managing Director of nmedia.

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of

our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 2020