



MARKET NEWS

Messe Frankfurt adds drop shipping feature to digital show platform

Nexttrade has also made it easier to browse products and contact wholesalers



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June 23, 2020



FRANKFURT—German trade fair organizer Messe Frankfurt is relaunching [Nextrade](#), its digital show platform, to include a drop shipping option that allows products to be shipped directly from the supplier to the retailer's end consumer.

This enables retailers to order Nextrade products that are not in stock and have them delivered directly from the supplier's warehouse to their end customers, even immediately during or after sales talks with customers in the store, according to Messe Frankfurt.

"With drop shipping, retailers and suppliers on Nextrade can meet the needs of the end customers even better, exploit the entire revenues potential and at the same time reduce their own packaging and storage costs," said Nicolaus Gedat, managing director of nmedia, which operates the site.

The newly revamped website, which launched in Europe last fall, is easier to use and makes browsing for products more enjoyable, Messe Frankfurt said. Products will now be shown in a four-column grid on sub-pages, while videos featuring two characters, "Tina Trade" and "Nino Next," explain how retailers can make direct contact with wholesalers on the platform.

Editor-in-Chief Allison Zisko first joined HFN in 1998 and spent many years covering the tabletop

