

ambiente

On point! Focus topic hospitality served groundbreaking concepts and fresh impulses at Ambiente

Frankfurt am Main, March 2023. From 3 to 7 February the Ambiente was held simultaneously with the consumer goods fairs Christmasworld and Creativeworld and attracted 154,000 trade visitors from all over the world to Frankfurt. There, the world's leading consumer goods fair with its unique sector and product diversity for the table, kitchen and household once again proved that it is the unrivalled No. 1 in the Dining segment worldwide. The hospitality growth area provided the central marketplace for the international contract business and presented the hospitality trends of tomorrow at the HoReCa Academy.

It is the global hotspot for trends and new products, for exclusive designs as well as for innovative gastronomy and hospitality concepts: The hospitality area at Ambiente. As an enormous growth area, the Special Interest segment, which is attached to the world's leading Dining section of the Ambiente, continued to be a strong focus at the world's leading consumer goods fair. Whether well-known companies, small manufacturers or outfitters – they all met at the global meeting place for the sector in Frankfurt. There, they presented themselves to specialised trade buyers from all over the world and invited visitors to order and network amidst great euphoria and in an exclusive atmosphere. As the central marketplace for the international contract business, the focus topic hospitality found its new home in the fully booked hall 11. "The new hospitality hall is the showplace for innovations and the place-to-be for the industry. We have enlarged and thematically expanded the segment and ensured the best possible orientation and optimum structures: Hall 11 is centrally embedded in the environment of the product groups Table, Modern Kitchen & Baking and Cook & Cut and offers plenty of space for targeted exchange between exhibitors and visitors", explained Thomas Kastl, Director Ambiente Dining. "The concept worked – we experienced an overwhelming turnout and a concentrated rush from intercontinental countries. The positive mood and the confidence of the industry exceeded all expectations."

Industry hotspot Frankfurt

Paul Schultes, sales manager and authorised signatory of Picard & Wielpütz, emphasised the successful course of the fair and the resultful start to the ordering season: "The last few days of the fair were very positive for us and we were very satisfied with the flow of visitors. We are very happy that we were finally able to be here again and that Ambiente is taking place again after a three-year break. Many customers reached us both nationally and internationally. We were in the hall 11 for the first time. We felt we were in very good hands and think the hall environment is very fitting." This was confirmed by the high satisfaction ratings from exhibitors, 93 per cent of whom rated their participation as a success. Bertrand Lecante, Marketing Director of RAK Porzellan, particularly emphasised

Frankfurt's role as the industry centre and global marketplace for the hospitality segment: "We have really missed the big Ambiente in the last three years. It was always the meeting place of the year on a global level. It was the opportunity to make personal contacts again, to present the new products and to explain the new brand strategy. Almost all our existing distributors came: I saw customers from Asia, from Africa, from North America and of course from Europe. As far as hospitality is concerned, Frankfurt's location in the middle of Germany is very important for customers."



Knowledge exchange at the HoReCa Academy: renowned experts from the industry shared their valuable expertise and encouraged discussion. Photo: Messe Frankfurt/Petra Wenzel.

The HoReCa Academy as a trade fair highlight

Embedded between the high-quality exhibitor stands in hall 11.0, the HoReCa Academy was the magnet for trade visitors and the signpost for the hospitality trends of tomorrow. In an exclusive, inviting atmosphere, the lecture area welcomed interested trade visitors and enabled them to look beyond their own horizons: renowned entrepreneurs, top international speakers and renowned experts from the industry invited them to exciting lectures every day. They spoke about current developments and challenges in the market, presented innovative gastronomy concepts and gave an outlook on the dynamic growth of the hospitality field. Among the top guests were trend researcher Hanni Rützler, the owner of the future agency "Haute Innovation", Pierre Nierhaus, trend expert, and Sascha Peters, curator of the special presentation "Circular Materials for Future Dining".

Future field hospitality: exclusivity meets product variety

The steadily growing hospitality area shone with its unique sector and product diversity. In addition to kitchen utensils, tableware and products for cooking preparation, this also included the areas of chafing and transport, tabletop, café and bar, menu cards and boards as well as restaurant and kitchen equipment. The mix of topics and product ranges offered strong synergy effects from which the specialised trade visitors benefited. Demand ranged from "front of house" products, such as modern cutlery and crockery designs and creative presentation forms for the buffet, to "back of house" products, like pots, pans and electrical appliances for large kitchens, to "out of house" articles, such as aesthetic and sustainable packaging. The wide variety of products on offer was reflected in the broadly diversified trade audience and attracted commercially oriented trade buyers from the contract business, hotel and restaurant, catering and food & beverage, furnishing, architecture and design sectors as well as from product development. The flourishing focus topic hospitality thus also highlighted synergy effects for buyers from the areas of contract business and new work.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously 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:

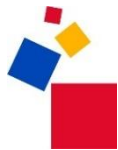
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Information on Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.
ambiente.messefrankfurt.com

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

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.

www.nmedia.solutions

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.

www.conzoom.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 some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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* Preliminary figures for 2022