

ambiente

Full of anticipation for the Ambiente-Comeback: Exhibitors with fresh ideas and exclusive highlights up their sleeves

Frankfurt am Main, August 2022. The exhibitors' anticipation is rising and preparations for the ordering event of the year are in full swing - everyone is looking forward to the industry's big reunion at Ambiente from February 3 to 7, 2023. The consumer goods industry wants to inspire, network and order in person on site - always with a keen eye to the future.

After a two-year forced break, retailers are yearning more than ever for a physical live experience. The world's leading trade fair for consumer goods welcomes top national and international brands with a promising portfolio: from forward-looking concepts and unique product presentations to global trends and fresh ideas.

Dining exhibitors serve up new products and live action: inspiring, stimulating and emotional

In the Dining sector, preparations are running at full pace: Top exhibitors from the Dining sector are gearing up for *the* one-stop-shop date for the global ordering season. "We are already working full steam ahead on preparations for Ambiente 2023. It will be a very special trade fair for us, because we have decided not to pick and choose between all the concepts and ideas that we actually wanted to implement in 2021 and 2022, but to present them all in a concentrated way. It won't be boring," says Oliver Berking, Managing Director of Robbe & Berking.

The industry players will not only be presenting real treasures for table, kitchen and household on the Dining stage, but will also be offering visitors experiential highlights: "For Ambiente 2023, in addition to new product presentations, we also have exciting activities in store: Visitors can look forward to a live cooking show with the TV chef Carsten Dorhs - a workshop for knives sharpening with a Japanese master will offer real hands-on learning. Another highlight: a planned press conference with the German TV star and celebrity chef Tim Mälzer. We are really looking forward to the big reunion in February," announces Jörg Janssen, General Manager Sales of KAI EUROPE.

Visitors as well as exhibitors will benefit from the optimized layout of Hall 9 and will take this as an opportunity to redesign their trade fair presence - to quote Björn Weißmeier, Managing Director of Küchenprofi GmbH: "The Küchenprofi Group with its four brands, Küchenprofi, cilio, Zassenhaus and Spring, will again be present at Ambiente in 2023 as a reliable, strong partner for the trade. In addition to inspiring new products, we will also be presenting stimulating, emotional concepts on contemporary themes to provide retailers with the best possible support. We have used the move to Hall 9.0 to redesign our stand and presentations once again. We are looking forward to the trade fair and every visitor."

As the leading international platform for the consumer goods industry, Ambiente enables exhibitors to meet and inspire trade visitors from all over the world. "It is important for our company and for me that our customers can see and feel our products live. Ambiente is the only place in the world where we can meet so many people from all over the world who are interested in ordering. Our new products and concepts for 2023 are timed to the date of Ambiente - so we are looking forward to the trade show and are working flat out on all the issues," says Marcus Grünewald, managing partner of Elo-Stahlwaren.

Living shines with new trade fair concepts and a 30th anniversary

Great joy is also found in the Living sector. Exhibitors are getting in the mood for Ambiente here, as well. The design company Umbra will present itself in February with a new concept: "Our preparations for a new and more sustainable trade fair concept are already in full swing - both in the stand and in the product area. Full of anticipation, we expect new synergies from the parallel presentation of the three trade fairs and hope to attract a broader audience as a result," reveals Michael Daig, Associate Sales Director at Umbra.

Willo Blome, Managing Director of blomus, is also anticipating Ambiente and its internationality: "I am looking forward to the return of Ambiente, the leading international trade fair, and to a unique exhibitor environment that can only be found in Frankfurt. After such a long time, it's nice to have the chance to meet my fellow exhibitors again for networking. I also hope to be able to build on the international trade visitor contacts - because no trade fair in the consumer goods sector has this internationality. Messe Frankfurt has pulled out all the stops to offer this maximum degree of internationality. The realignment under the motto 'Home of Consumer Goods', the consolidation of the three leading trade fairs at one location at one time and the re-planning of the halls, these were all the right and important steps."

Michael Rossmann, Managing Director of Pad Home Design Concept, is looking forward to the long-awaited reunion at Ambiente: "After a long break, the whole PAD team can't wait to be back at Ambiente 2023! Also our legendary stand party is to take place again on Sunday, February 5th, from 6 pm! We are already looking forward to presenting new highlights in the usual PAD style to our customers, friends and partners!"

At PHILIPPI, the anniversary gives us every reason to celebrate with our customers: "I am very much looking forward to Ambiente. After a three-year break, we are very excited to finally see our customers and especially our many foreign customers and friends again. Especially this year, when we celebrate our 30th anniversary," says Jan Philippi, proprietor of PHILIPPI.

From February 2023, Ambiente will be held at the Frankfurt exhibition center at the same time as the leading international consumer goods trade fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: February 3 to 7, 2023

Creativeworld: February 4 to 7, 2023

Note for journalists*:

For more information, please visit: ambiente.messefrankfurt.com.

Press information & images:

<http://ambiente.messefrankfurt.com/>

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

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Hashtags: #ambiente23 #ambientefair #homeofconsumergoods

**Your contact:**

Ellen Redeker

Tel.: +49 69 75 75-5189

Ellen.Redeker@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Leading international trade fair 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.

Home of Consumer Goods - the new one-stop store for the global order season

Under the motto "Home of Consumer Goods", 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.

Nextrade – the digital marketplace

The 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

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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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).

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