

## ambiente

### Clear the stage for the HoReCa Academy

**Frankfurt am Main, November 2022. In 2023, Ambiente will once again place the topic of hospitality in the spotlight of the world's leading trade fair, bundled in one hall – this time in Hall 11.0 – as well as within the framework of the HoReCa Academy. Planning for the varied and international lecture program of the HoReCa Academy is progressing rapidly and many top speakers have already confirmed their attendance.**

The HoReCa industry – the new hospitality – thrives on constant change. Flexibility is the constant pre-requisite for this. The effects of the Covid 19 pandemic have inspired many spontaneous strategy changes and practical innovations. The hospitality segment has always been an exciting, fast-paced and pulsating business field, and only those who stay permanently up to date will be successful in the long term. Questions such as "What current developments are moving the hospitality industry? How do we get guests back into the outlets? Or what are the current trends in the hospitality industry?" will be addressed by the HoReCa Academy at Ambiente 2023.

"Ambiente is once again the global meeting place for the dining industry. That is why we are very pleased that we will also have a concentrated hospitality offering in Hall 11.0 in 2023 – and even with a significant growth compared to the last event. Hall 11.0 is already full to capacity at this stage. The HoReCa Academy also offers plenty of insights - from innovative concepts and best practices from around the world, to opportunities presented by digitization, to the latest trends in the hospitality industry. A great offer for every hospitality buyer," says Thomas Kastl, Director Ambiente Dining.



Valuable expertise from renowned industry experts from all over the world is offered by the HoReCa Academy

At the HoReCa Academy in Hall 11.0, well-known industry experts from all over the world will spend five days imparting valuable specialist knowledge and bringing together decision-makers for equipping major projects in one place. The HoReCa Academy is not only a place for sharing knowledge, but also offers ample space for discussions – both with the speakers and with industry participants present. These experts include Hanni Rützler, Dr. Sascha Peters and Pierre Nierhaus.

As a trend researcher with her multidisciplinary approach to questions of food and drink culture, Hanni Rützler has made a name for herself far beyond the German-speaking world, and not just since her legendary tasting of the first in-vitro burger in London in 2013, which was broadcast live around the world. What sets her apart is her overarching view of the changes in our food culture, her interest in new developments, and at the same time her ability to perceive and locate even more subtle changes. At the HoReCa Academy, she will speak about the food trends of the future.

In his presentation "Circular Materials for Future Dining", Dr. Sascha Peters talks about material developments based on organic residues. This also involves alternatives for energy-intensive materials in the field of tableware. He will also be staging the eponymous materials exhibition "Circular Materials in Future Dining" at Ambiente 2023. The special area can be found in the Foyer of Hall 11.0.

Pierre Nierhaus, the hospitality expert known for his international trend expeditions, will be speaking at Ambiente about current developments in the food & beverage and tabletop sectors. He will also be talking about how clear concepts and clear profiles are the basis for successful restaurants and bars.

Additional HoReCa Academy speakers and program details will be announced in the coming months and updated regularly in the [Ambiente Event Program 2023](#).

The next Ambiente will take place from 3 to 7 February 2023.

**Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#).

**Press information & images:**

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

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**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.

**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](http://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 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](http://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](http://www.messefrankfurt.com)