

Ambiente Academy: Amazing amount of information on all five trade show days

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From 8 to 12 February the Ambiente Academy will be providing practical information on current market developments and opportunities. Attending this highlight will mean gaining plenty of information and new inspiration. Well-known specialists and industry celebrities will be talking about today's trends, ideas and practical insights.

Specialists from a variety of disciplines will be on stage in Hall 9.1, Stand D90, throughout the trade show. Topics include store layout, customer touchpoints, the customer journey, omnichannelling, social media and digitising the retail trade. They will also be demonstrating ideal product displays and explaining the best multichannel strategies. One example is the innovation strategy director and author of *The Retail Handbook*, Antony Welfare, who will be talking on *The Future of Retail – Omnichannel Retailing in the Digital World*. He has been working in retail and e-commerce all his life and has vast knowledge of the industry, ranging from local shops to multinational retail management. You can hear his helpful advice on winning and retaining customers in the digital age on Friday 8 February from 13:45 to 14:15 hrs and on Saturday from 13:00 to 13:30 hrs.



Ambiente Academy in Hall 9.1, Stand D90

Javier Guzmán Benito will be demonstrating how small shops can have a big impact through good design as well as offering positive and unusual experiences. Benito, the architect and owner of Zooco Estudio will give a talk on *Big ideas in small places – strong concepts for spatial richness*, about how you can cleverly entice customers even into smaller

Messe Frankfurt Exhibition GmbH
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shops. This will take place on Sunday 10 February from 12:15 to 12:45 hrs.

Frank Levita, head of National E-Commerce at Fissler GmbH and founder of the online design shop design3000.de, will be available on the Saturday of the trade show from 12:15 to 12:45 hrs, when he will answer questions from Sascha Tapken, editor-in-chief and head of the Furniture Culture and Kitchen Section at Ferdinand Holzmann Publishers. He will be discussing the future needs of the retail trade in *The next (digital) steps for retail – proposals of an e-commerce pioneer*.

A range of interesting and helpful talks have been scheduled for each of the five trade show days. It would be worthwhile taking a look at the entire Academy programme, available either as a pdf or online at ambiente.messefrankfurt.com/academy.

Ambiente will be held from 8 to 12 February 2019.

Information for journalists:

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

Press information and photographic material

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

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente | www.instagram.com/ambientefair | www.ambiente-blog.com

Hashtag: #ambiente19

Ambiente – a leading international trade fair

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry. The breadth and width of Ambiente make its unrivalled product range unique throughout the world. Ambiente 2018 featured around 4,376 exhibitors and attracted 133,582 trade visitors from 168 countries, presenting classic and innovative products over five days. This most important global consumer goods exhibition offers a wide range of events, programmes for newcomers, trend presentations and award ceremonies, all at the same time.

Background information about Messe Frankfurt

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500* at 30 sites and generates an annual revenue of around EUR 715* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 8 to 12 February 2019

Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

Further details from: www.messefrankfurt.de

* Provisional key figures for 2018