

## Ambiente 2019: The perfect preparation for a successful trading year

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**The German economy has passed the peak of its economic boom and is beginning to cool down. Retailers have been feeling the pinch for quite a while now and are under enormous pressure to adapt. Digital business models are setting new standards and are causing increasing numbers of retailers to collapse. Messe Frankfurt therefore supports retailers and exhibitors – both through trade fairs such as Ambiente, and also through a new digital marketplace on the web.**

From 8 to 12 February 2019, the world’s leading trade fair for consumer goods will be at the centre of this international industry. For the first time 85% of exhibitors<sup>1</sup> will be coming from outside Germany, and the latest trends will be presented by a total of 4,451 exhibitors<sup>2</sup> from 92 countries<sup>3</sup>.

“We can see that progressive digitisation is changing the consumer goods industry. Digital business models are causing massive consolidation in the retail trade. In Germany alone 100,000 retail outlets closed down between 2000 and 2017<sup>4</sup>,” says Member of the Executive Board of Messe Frankfurt, Detlef Braun.



Networking at Ambiente

“This is an area where we can see a need for action as well as definite leverage for future success. So Messe Frankfurt would like to support

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<sup>1</sup> 2018: 81 per cent

<sup>2</sup> FKM-certified, 2018: 4,376 exhibitors

<sup>3</sup> FKM-certified, 2018: 88 countries

<sup>4</sup> Management Report “Der Strukturwandel im deutschen Handel”, 2019

exhibitors and retailers with a new digital project on the web. Working in partnership with nmedia, we are therefore planning to develop nextrade, a digital B2B marketplace for the consumer goods industry," Braun continues.

The leading global trade fair maps the entire bandwidth of consumer goods in Dining, Living and Giving. Last time, in early 2018, 133,582 visitors from 168 countries were able to network here. Ambiente is the central hub for everything that affects the consumer goods industry. Once a year it presents the full spectrum of interior design, gifts, cooking and tableware. It's a place where brands launch innovative products, designers set trends, decision-makers network with one another, and traders place orders for the entire season. In Living and Giving, Ambiente will have a completely new structure, designed to strengthen synergies through a clear hall layout coupled with the effective channelling of visitors. Retailers can find products for their core ranges and obtain information about suitable supplementary product ranges, based on the growing worldwide trend of concept stores. Moreover, they can place their orders straight away. Within Dining, Houseware & Storage is now located in the new Hall 12. All other Dining sections remain the same.

### **Economic development in figures**

According to the ifo economic report, the increase in overall economic output went down from an annual average of 2.2% in 2017 to 1.5% in 2018. A variety of current risks are causing insecurity among businesses, both globally and regionally. For 2019 the German Ministry of Economics, too, is expecting a low level of growth, at 1.0%. This forecast is borne out by the latest update of the World Economic Outlook, provided by the International Monetary Fund (IMF). Although, according to IFH Cologne, Ambiente's typical segments have also suffered a slight downturn of -0.6% between 2017 and 2018, absolute revenues have generally remained at a high level for many years now.

### **The future belongs to artisans**

This year's Ambiente partner country will captivate visitors with its countless facets, traditions, creative visions and talents, as well as fascinating exhibitions. The designer Ayush Kasliwal's special exhibition *Hand Make*, in Galleria 1, will be highlighting the importance of traditional craftsmanship for India today. Meanwhile his designer colleague Sandeep Sangaru will be inviting visitors to a picnic under a canopy of stars in Hall 4.1. Sunil Sethi, President of the Fashion Design Council of India, will be presenting *Stepwells*, with handmade products and their production methods in an interactive environment in Hall 9.0. Hall 10.1 will feature the bright, airy atmosphere of the special exhibition *Kārwān*, with its mix of contemporary and historic objects reminiscent of the first traders who travelled around the world in caravans of camels.

### **Would you like a bit more?**

An exclusive complementary programme has been created, giving visitors some special insights into consumer trends, technical innovations and the latest designs. Customers at high street shops have long been expecting more than products and displays. Good customer

service requires perfect interaction between analogue and digital. The special exhibition Point of Experience has been planned by Design- und Realisierungsbüro Gruschwitz together with the consultancy firm Waketo. Take a look at the foyer of Hall 4.1 to experience this hands-on customer journey of the future. Moreover, the Ambiente complementary programme picks up the latest topics, such as a trend presentation by bora.herke.palmisano at Galleria 1. Forward-looking trends are analysed, condensed and showcased in such a way that orders can be placed immediately, and an amazing amount of information will be presented at the Ambiente Academy in Hall 9.1, D90, on all five days of the trade fair. Well-known specialists and industry celebrities will be talking about today's trends, ideas and practical insights. The Ethical Style Guide is an important component of the complementary programme, drawing attention to manufacturers of sustainable and ethically manufactured consumer goods. The needs of hotels, restaurants and cruise liners for robust yet high-quality design elements and dining facilities is mapped by two subject areas: HoReCa (hotels, restaurants and catering) and Contract Business. Both areas will have guides helping visitors to navigate through the halls and listing all exhibitors with products in hotels, restaurants and catering as well as in contract business. Buyers looking for original product ideas will enjoy the Talents and Next areas, which will feature contemporary designs and creations by young and unknown designers. Hall 4.0 will showcase Dining while Interior Design will be located in Hall 8.0.

→ [Ambiente Events](#) GE

→ [Ambiente Events](#) EN

### **And the winner is...**

As before, Ambiente 2019 will host numerous prestigious award ceremonies. The German Design Award will be presented on the first day of the trade fair. Visitors will be able to view the award-winning products at an exciting exhibition. The industrial designer Sebastian Bergne will be curating the Solutions exhibition in the foyer of Hall 4.0. This selection focuses entirely on clever kitchen and household gadgets. Ambiente will also feature the Kitchen Innovation Award and the Plagiaris anti-award for product piracy. After the great success of the first Tableware International Awards of Excellence last year, these awards will be presented again for various tableware products that are functional, beautiful or original and which tell a story. The winners will be announced at Ambiente. On the Monday of the trade fair the Dineus award will be presented for the first time – an award for outstanding products and projects, covering the full range of dining culture.

Ambiente 2019 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:**

[www.ambiente.messefrankfurt.com/journalisten](http://www.ambiente.messefrankfurt.com/journalisten)

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

**On social media:**

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

\* Provisional key figures for 2018