

Press Release

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Clear focus on people: Initiatives in fair trade and sustainability

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Increasing numbers of consumers are beginning to feel that it's not enough for a product to be beautiful and trendy. Ambiente is not only responding to this change in consumer interests with the Ethical Style label. It is also welcoming three powerful initiatives again that promote advocacy for fair trade and sustainability in production and sales.

One of today's encouraging developments is that fair trade and sustainability are no longer the prerogatives of well-meaning marginal groups. A new spirit has entered the world of consumer goods and is now occupying centre stage of the marketplace. It is reflected in a range of initiatives, promoting, for example, resource-friendly production, socially acceptable manufacturing, recycling, upcycling and innovations in sustainability. Once again, Ambiente will have its own Ethical Style Guide – a booklet featuring exemplary manufacturers, selected by an independent jury of experts. In addition, visitors can look forward to three highly committed fair trade and sustainability projects again that have been partly supported by Ambiente for many years now.



A refugee from Mali weaving a lampshade, using natural grass, leather and bronze.
The work of these Tuareg artisans is supported by the MADE51 partner AAKS. Photo: UNHCR/AAKS

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
Germany

MADE51

This is now the second time that MADE51 will be exhibiting at Ambiente. MADE51 is a global initiative of the United Nations Refugee Agency (UNHCR) in collaboration with various industry partners. The purpose of

this dedicated project is to support refugee artisans in preserving their traditional knowledge and skills, to integrate them and their expertise into value chains in order to provide them with long-term livelihoods. In addition, the project also benefits the market by adding considerable diversity. The special presentation at the Galleria, level 0, will feature projects with their own culturally specific character and a high standard of craftsmanship. Professional buyers can take advantage of on-site expert advice.

World Fair Trade Organisation

The World Fair Trade Organisation (WFTO), will have its own space in the foyer of Hall 9.1, and its focus will be on the important issue of people's livelihoods. This global community of social projects, artisans, farmers and innovators comprises over 400 members from 70 countries and includes 330 fair trade enterprises and 70 organisations and networks. Their declared aim is to create alternative business models, put an end to injustice and promote fairness. A selection of gifts, homeware, fashion, health products and food will be on show.

Centre for the Promotion of Imports from Developing Countries

The Centre for the Promotion of Imports from Developing Countries (CBI) supports promising small manufacturers in developing countries, helping them evolve from local enterprises with no economic prospects to players in the European market where there are customers wanting to buy their products. Founded by the Dutch Foreign Ministry in 1971, CBI supports small artisan businesses in their endeavours to become professional suppliers. The CBI stand at this year's Ambiente will be in Hall 9.3, C21. It will showcase, for example, new collections by suppliers from Egypt and Lebanon as well as products made under the MADE51 initiative. Four manufacturers of interior decoration, home textiles and fashion accessories will also be presenting their products.

Press conferences on this topic on Saturday, 9 February:

- 14:45 – 15:30 hrs WFTO press conference
Dimension Room, Hall 4.2
- 15:30 – 16:15 hrs MADE51 press conference
Dimension Room, Hall 4.2
- 16:30 – 17:30 hrs Speed-dating@Ambiente2019: Ethical Style
Dimension Room, Hall 4.2

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:

www.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 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

* Provisional key figures for 2018