

Press Release

November 2018

## Good to know: Services and tips for Ambiente 2019

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**As in previous years, Ambiente 2019 is providing a range of services and tips that will make it easier for visitors to prepare and have a great time at the trade show.**

From 8 to 12 February 2019 Ambiente will again be opening its gates to retailers from around the globe. For five days it will function as a trend barometer and an order and design platform for interior design, furnishings, gifts, dining, kitchenware and houseware. To help you prepare for the trade show and to ensure you are continually up-to-date and can find suitable business partners without wasting much time, Ambiente provides several helpful online and offline services as well as tips and help with navigating your way round.

### **Short distances at the biggest consumer goods trade fair in Germany**

2019 will be the first time that the new Kitchen Houseware Express is running at Ambiente, so that you can now move directly between the new Hall 12 and Hall 3, without stopping. This service will conveniently link up the two halls and their product segments, Houseware & Storage (Hall 12) and Kitchen (Hall 3). Also, all Ambiente halls will be accessible via the roofed-over connecting corridor (Via Mobile). This means that visitors are efficiently channelled around the entire exhibition centre without getting wet.



Fast and convenient connection between Halls 12 and 3 – the Kitchen Houseware Express

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

### **Finding the right contacts before the trade fair starts**

This is the second time that Ambiente is providing visitors and exhibitors

with an exclusive digital [Business Matchmaking Program](#) in English and German – before the event has even started. Manufacturers and retailers can save their own search parameters to a web portal, whereupon the program automatically brings the relevant parties together. In other words, you can make appointments before Ambiente has even started. Once you have an admission ticket, you are automatically included in the Business Matchmaking Program and can log in with your trade show access details. All other retailers and buyers can register for the program in advance, free of charge. Moreover, you can prepare extremely well for Ambiente by familiarising yourself with the exhibitors and handpicked innovative products in advance, using the [Online Exhibitor Search](#) function. It will even show you whether an exhibitor covers certain special interests, e.g. for hotels, restaurants and catering.

### **Stay up-to-date through apps and online**

Whether it's a blog, a newsletter, social media or a navigator app, Ambiente has a wide range of channels and opportunities to help you keep up-to-date before, during and after the trade show.

The year-round Ambiente blog focuses on dining culture, trends in interior decorating and design and innovative products from the world of consumer goods. Find out about designers, specialists, celebrities and bloggers through interviews and guest articles. The blog also contains posts on design hotspots, lifestyle locations and Frankfurt itself. If you want to make sure you don't miss anything, why not subscribe to the blog newsletter? You will automatically receive email notifications whenever a new post has been added. In addition, you may also wish to subscribe to the free and convenient [Ambiente Newsletter](#) as a further source of information. It is sent out by email and gives you regular features and updates on the leading global consumer goods trade fair. If you enjoy using social media, you may like to follow Ambiente on [Facebook](#), [Twitter](#), [Instagram](#) or [YouTube](#). Finally, there is a free app, the Ambiente Navigator, for smartphones and tablets. It's the perfect digital exhibition guide and can be downloaded from the App Store and Google Play Store a few weeks before the trade show. The app has a wide range of practical features, including a hall and site map, an exhibitor and product search and the latest news and tweets on Ambiente. The exhibition centre has free Wi-Fi, so you can easily use all online services on site.

### **All roads lead to Frankfurt: How to get to Ambiente**

Situated at the very heart of Europe, Ambiente is very convenient to reach – by air, rail and car. If you are coming by public transport, there are a variety of local transport destinations to choose from. If you are a motorist, you'll find ample parking in the Rebstock multi-storey car park. A shuttle bus will take you directly to the exhibition centre. The Ambiente online ticketing service has several advantages. Using the [Online Ticket Shop](#), you can buy admission tickets at a reduced advance booking price, regardless of whether it is for one day or for the whole of Ambiente. Another handy benefit is that your online ticket can be used on all trains run by RMV in and around Frankfurt.

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

Ambiente 2019 will be held from 8 to 12 February 2019.

To find out details of Ambiente services and to prepare for your visit, please go to <https://ambiente.messefrankfurt.com/frankfurt/en/planning-preparation.html>

**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](http://www.facebook.com/ambientefair) | [www.twitter.com/ambiente](http://www.twitter.com/ambiente)  
[www.instagram.com/ambientefair](http://www.instagram.com/ambientefair) | [www.ambiente-blog.com](http://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 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