

Press Release

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Global Sourcing is growing and will have a new structure

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As before, Ambiente 2019 will feature experienced exporters presenting table, kitchen and houseware goods in Hall 10. New additions will be levels 2 and 3 in Hall 9, where large-scale buyers can find everything relating to living and giving, as well as Hall 10.2 with its focus on Dining Global Sourcing Premium.

Global Sourcing will occupy six different levels in all, covering a gross space of 70,000 square metres. It will be the largest sourcing platform outside China, and buyers will find a wide product range, showcased by almost 1,700 exhibitors from about 60 countries, including India, China and Peru. "Ambiente's Global Sourcing is the ideal platform for systematic networking, including orders for entire container loads from the manufacturers," says Nicolette Naumann, Vice President of Ambiente. "By expanding this space, we are specifically targeting a growth area of Ambiente that will benefit both exhibitors and visitors. And, of course, we're pleased to see that this is so far the highest level of internationalism in Global Sourcing. Our success speaks for itself," Ms. Naumann continues.



Global Sourcing at Ambiente 2018 (Hall 10.1)

Items range from mass-produced to handmade, including many sustainably crafted products. There will also be several joint stands presented by companies from Tunisia, the Philippines and other countries. Moreover, there will be several non-profit organisations at Ambiente, promoting, for example, products and the actual exhibitors themselves from various developing countries. They will include the German Society for International Cooperation (GIZ), the World Fair

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Trade Organisation (WFTO) and the United States Agency for International Development (USAID).

Another highlight will be the newly created and highly international Premium Dining section of Global Sourcing in Hall 10.2. Products from the three Dining subsections table, kitchen and houseware will be on show, with selected exhibitors from numerous different countries, including Egypt, South Korea, Canada and Turkey. Criteria for selecting these premium exhibitors are the amount of export experience, their annual sales and the size of the company. In addition, there will be exhibitors with specific product ranges in the hotel, restaurant and catering sector (HoReCa).

Navigation

Global Sourcing will occupy six levels at the forthcoming Ambiente: 10.1 to 10.4 for Dining and 9.2 and 9.3 for Living and Giving. Dining Global Sourcing will be on four levels. Tableware in Hall 10.1 will include glass, porcelain and ceramic products as well as table decorations and accessories. Kitchenware in Hall 10.3 will be all about kitchen utensils, including saucepans, frying pans, roasting tins and baking equipment as well as kitchen knives and small electrical appliances. Global Sourcing Dining will also include Houseware in Hall 10.4, with sections on cleaning equipment and household furniture. The new area of Dining Global Sourcing Premium will be located in Hall 10.2, with selected exhibitors from all three areas – all of them companies with considerable experience, which will be reflected in their exhibition stands. Buyers for hotels, restaurants and catering (HoReCa) will be inspired by new ideas on all the levels of Hall 10.

Just a few steps away, Hall 9 will showcase the wide product ranges of Living and Giving. Living Global Sourcing will be in Hall 9.2, featuring interior design ideas, textiles, accessories and furniture. Giving/Living Global Sourcing in Hall 9.3, on the other hand, has several clearly defined sections for gifts, handcrafted items, stationery and hybrid collections.

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:

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

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente
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Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 8 to 12 February 2019

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 134,600 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 2,400 at 30 sites and generates an annual revenue of around EUR 669 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:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de