

Press release

August 2019

## Heading straight for business success

Anil Öt  
 Tel. +49 69 75 75-6643  
[anil.oet@messefrankfurt.com](mailto:anil.oet@messefrankfurt.com)  
[www.messefrankfurt.com](http://www.messefrankfurt.com)  
[www.ambiente.messefrankfurt.com](http://www.ambiente.messefrankfurt.com)

**With its Ethical Style Guide, Contract & HoReCa Guide and a special presentation called *Solutions*, Ambiente gives its 136,000 worldwide visitors clear guidance in finding their way round. Whether they're looking for resource-friendly solutions, clever functional designs or products for contract business, help is at hand. The two mini catalogues and the special presentation will help retailers find their bearings around approximately 4,500 specially selected brands, so that they won't miss the exhibitors that suit their needs.**

### **Application deadline for *Solutions*: 18 November 2019**

Visitors looking for innovative kitchen and household products will find a varied, well-chosen selection at *Solutions*, a special presentation in the foyer of Hall 4.0. The curator of this area is the London designer Sebastian Bergne. True to the motto "Form follows function", the choice of curated products focuses not only on the aesthetic character of a product, but particularly also on its functionality and innovative capability. Short video clips are also on show, enabling visitors to find out more about the practical suitability of the everyday items displayed here. Ambiente exhibitors can apply to have their products included in *Solutions* until 18 November. The market launch of a submitted product should not date further back than one year.



Clever design: selected *Solutions* at Ambiente 2019

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

### **Application deadline for the Ethical Style Guide: 7 November 2019**

Sustainability can show itself in many different ways, including resource-friendly manufacturing, the preservation of traditional manufacturing techniques and also the fair and caring treatment of everyone involved in

production. The Ethical Style Guide will be of special interest to anyone wanting to find products and innovative approaches that excel in matters of sustainability. Ambiente exhibitors can apply for entries in the catalogue until 7 November. The selection will be made by the Ethical Style Expert Jury, a committee composed of independent members. Successful applicants will be listed in the catalogue for three years. In addition, their stands will be marked with an Ethical Style label.



The Ethical Style label is currently held by 248 exhibitors.

### **Application deadline for the Contract & HoReCa Guide: 15 November 2019**

For HoReCa and contract business buyers the most important requirements along with product quality are special terms of delivery and after-sales services. Whether trade visitors are looking for front-of-house solutions or customised interior designs, the Contract & HoReCa Guide has exactly the right partners to meet their needs. Moreover, their exact hall locations can be found in the guide, and each stand is appropriately marked. The exhibitors listed in the guide range from prestigious specialists to small artisan workshops with experience in implementing high-quality product lines or specially tailored concepts. Exhibitors can apply for a listing in the Guide until mid-November. Each application must include three reference projects. However, Ambiente exhibitors who featured in previous guides do not need to re-apply.

Ambiente 2020 will be held from 7 to 11 February 2020.

#### **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)

#### **On social media:**

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

**Hashtag:** #ambiente20

**Ambiente – a leading international trade fair**

Ambiente  
Internationale Frankfurter Messe /  
International Frankfurt Trade Fair  
Frankfurt am Main, 7 to 11 February 2020

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 its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

### **Conzoom Solutions – The platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

### **Nextrade – the digital marketplace**

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.nextrade.market)

### **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 718 million. We work very closely with our industries and provide efficient support for our customers' business interests in different ways: through Fairs & Events, Locations, and Services. One unique selling point of the Group is our tightly knit global sales network covering all parts of the world. 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](http://www.messefrankfurt.com)