

Press Release

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Knowledge creates the future: the Ambiente Academy 2020

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The Ambiente Academy will provide a glimpse into the future of the consumer goods industry from 7 to 11 February 2020. On all five days of the trade fair, renowned specialists will be discussing current trends, exciting ideas and useful practical insights at the Ambiente Academy in Hall 9.1 and, for the first time, also in Hall 11.1.

The Ambiente Academy will give retailers an idea of the major forces impacting the global market. Experts from a variety of disciplines will be debating challenges to the retail trade on the platforms of Hall 9.1, E92, and Hall 11.1, E51, on all five days of the trade fair. In both halls the focus will be on well-known specialists and industry celebrities talking about the latest trends, ideas and practical insights. They will be speaking on topics such as store presentation, brand formation, trends and their implementation in a shop window, the customer journey, social media trends and the digitisation of the retail trade. They will also be showcasing ideal shop-window displays and discussing the best multichannel strategies. Participants will include the retail business specialist, speaker, trainer and coach, Katrin Gugl, who will be talking about “Change and challenge – how change is continuing to shape the retail trade” in Hall 11.1, E51, at 12:15 hrs on the Monday of the trade fair. Digitisation and online business are the main drivers of the market and the individual. What happens when the subject of “opportunities” keeps coming up? This talk will focus on caveats and uncertainties about digitisation and artificial intelligence. The speaker wants to encourage the audience to turn both elements into friends and to celebrate something that digitisation and artificial intelligence can never replace: empathy and the human touch.



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

Ambiente Academy in Hall 9.1, E92, and in Hall 11.1, E51

Customers keep changing, and so do their shopping habits. Classic “webrooming” and “showrooming” are just two of the notorious changes that have affected today’s customers. Where might we be heading, and why should we move away from such concepts? These are the questions that will be answered by Benjamin Talin from MoreThanDigital.info. In his talk entitled “Showrooming Meets Webrooming – Changes in Shopping Habits” the specialist will explain how the digital transformation of the market has impacted shoppers. The talk will be held on the Academy stage in Hall 9.1, E92, at 13:45 hrs on the Monday.

A range of interesting and helpful talks have been scheduled for each of the five trade show days. Anyone who attends this highlight of the trade fair will gain plenty of information as well as new inspiration. It would be worthwhile taking a look at the entire Academy programme, which you can view in the attached pdf file or online at ambiente.messefrankfurt.com/academy.

Ambiente 2020 will take place 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

On social media:

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

Hashtag: #ambiente20

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 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

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 7 to 11 February 2020

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

Background information about Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors, and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further details from: www.messefrankfurt.de