

## Ambiente 2020: The meeting place for everyone with an impact on markets

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**The world's leading trade fair for consumer goods offers some exciting prospects: exhibitors and trade visitors can make first-class contacts, discover the latest developments in the market and in design, and they can experience trends and opportunities in all segments. Covering three areas – Dining, Living and Giving – Ambiente will be showcasing the most important aspects of the entire spectrum of consumer goods. From the next edition of Ambiente onwards the Dining area will be expanded to include its own HoReCa hall. Ambiente is the most important marketplace of the year for HoReCa, contract business and ethical style.**

From 7 to 11 February 2020 the international consumer goods industry will revolve around this leading global trade fair in all matters of tableware, kitchenware, household goods and leisure as well as gifts, interior decoration and interior design. "Ambiente is the central hub of the entire consumer goods industry. Exhibitors from over 90 countries will be acting as trendsetters in and beyond the year 2020. In addition, we are planning to expand Dining, and so the new HoReCa hall – 6.0 – will be the perfect port of call for national and international decision-makers in the hospitality segment. In this way we want to respond to the specific needs of the industry. "In the future our visitors will be able to focus even more closely on topics at the interface between hospitality, tableware and interior design," says Nicolette Naumann, Vice President of Ambiente.



Animated conversations with customers at the Blomus stand

Messe Frankfurt Exhibition GmbH  
 Ludwig-Erhard-Anlage 1  
 60327 Frankfurt am Main  
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In 2019 Frankfurt attracted 4,460 exhibitors from 92 countries, occupying over 306,000 square metres of gross exhibition space and showcasing

their new developments and innovations for five days.

### **HoReCa will have its own hall level in 2020**

From Ambiente 2020 onwards Hall 6.0 will be added as a dedicated Dining area that concentrates on exhibitors in the HoReCa sector (hotels, restaurants and catering). An entire hall level, offering an additional, highly focused product range will therefore be occupied by this industry. By coming to Frankfurt, buyers will have a unique opportunity to order products for their front-of-house operations, both from HoReCa and also from the lifestyle collections of Living and Giving exhibitors. Exhibitors who specialise in these channels of distribution can be found in the Contract & HoReCa Guide.

Around 100 exhibitors from the entire world will be represented in the new HoReCa hall. They will include pure HoReCa exhibitors, as well as more general Dining exhibitors featuring product series that have been specially selected for the HoReCa segment. Major industry players who have already committed themselves to taking part include APS, BHS Tabletop, Picard & Wielpütz, RAK, Revol, Steelite and Zieher. Hall 6.0 will be one of the most international product areas at Ambiente 2020, as about 80% of exhibitors in this hall will be from outside Germany. However, HoReCa will not be limited to Hall 6.0, and this market segment will continue to be strongly represented in other Dining halls. Last year HoReCa products were showcased by around 600 exhibitors at Ambiente.

Another opportunity for visitors to network with one another will be the HoReCa Academy, which will be launched in 2020. International players from the industry will find this complementary programme specially tailored to their needs, with interesting expert presentations, discussion panels and other industry events. Buyers, restaurateurs and designers will therefore have a perfect opportunity to learn about innovations and new ideas and for networking.



Revol exhibiting its HoReCa products at Ambiente

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### **Specially tailored solutions for contract business**

Contract business, too, has been gaining in importance over the last few years. This makes Ambiente a vital hotspot for professional buyers in the Living and Giving segments as well as for furnishers and designers,

including interior designers. Buyers will find plenty of inspiration in the contract business range and, more importantly, they can also find suitable partners for their specific projects there and then. The Contract & HoReCa Guide and the Ambiente Navigator app will help visitors quickly find their bearings around the exhibition grounds, so that they can't miss the exhibitors that are relevant to them.

### **Focus on Design**

Over the last few years eight partner countries have successfully showcased themselves at Ambiente. Now it's time for something new. So from 2020 the world's leading trade fair will be running a special presentation called Focus on Design, featuring outstanding products and providing detailed insights into recent design highlights from a specially selected country. In 2020 Ambiente will start with a young designer nation that has been developing quite rapidly: Brazil. Five different Brazilian design studios, each with its own special identity, will be showcasing their creative output at Galleria 1. In addition, several young Brazilian designers will also be in the Talents areas, where they will present their unique handmade items and limited series.

### **Global Sourcing**

Global Sourcing has by now developed into a well established part of the international volume business at Ambiente. Global Sourcing Dining exhibitors will be presenting their innovative range on four levels of Hall 10. Hall 10.2 will feature specially selected exhibitors showcasing all the relevant Global Sourcing Dining products under the Premium heading. Global Sourcing Living/Giving will be distributed across Halls 9.2 and 9.3 again. In all, about 1,800 exhibitors from 60 nations will be presenting their product ranges at Ambiente. Frankfurt is thus the number one trading location for volume business outside China.

### **2020 events and highlights**

The Ambiente complementary programme will give visitors some special insights into consumer trends, technical innovations and the latest designs. Commissioned by Ambiente, Galleria 1 will feature a trend presentation created by bora.herke.palmisano, who have analysed and structured a number of pioneering trends. These will be showcased specially, ready for orders. On all five days of the trade fair, an amazing amount of concentrated information will be presented at the Ambiente Academy in Hall 9.1 and, for the first time, also in Hall 11.1. In both halls the focus will be on well-known specialists and industry celebrities talking about today's trends, concepts and practical insights. The Ethical Style Guide is another important part of the complementary programme, drawing attention to manufacturers of sustainable and ethically manufactured consumer goods. Buyers looking for original product ideas will enjoy the Talents areas, in particular, which will feature contemporary designs and creations by young and hitherto unknown designers. Hall 4.0 will be about Dining, while Living will be located in Hall 8.0.

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Ambiente 2020 will once again be hosting numerous prestigious award ceremonies. The German Design Award will be presented on the first day of the trade fair, and there will also be an impressive exhibition of the

award-winning products to accompany it. The industrial designer Sebastian Bergne will again be curating the Solutions special exhibition in the foyer of Hall 4.0, his selection focusing entirely on clever kitchen and household gadgets. The Kitchen Innovation Award, the Plagiarus anti-award for product privacy and the Tableware International Awards of Excellence will also be conferred at Ambiente. The latter comprises 19 glass and china categories, honouring products that are both functional and beautiful and which tell their own stories. In addition, the Dineus award will be presented for the second time, celebrating outstanding products and projects from the full range of dining culture.

The next Ambiente 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/journalists](http://www.ambiente.messefrankfurt.com/journalists)

**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 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)

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**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 onsite 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, 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)