

Press Release

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Major industry players are presenting their goods in new HoReCa hall

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Seven months before Ambiente 2020, the new exhibition hall for hotel, restaurant and catering suppliers in the front-of-house segment is already almost fully booked. Leading suppliers to the hospitality industry are trusting the winning formula of the most important consumer goods trade fair and will be exhibiting in Hall 6.0 in the future. These include APS, BHS Tabletop and RAK.

As announced at Ambiente 2019, the world's leading trade fair for consumer goods is now set to expand its range by adding a dedicated hall for the HoReCa segment. The focus of Hall 6.0 will be on products and topics associated with front-of-house business, i.e. everything that concerns the work and customer's experience within the hospitality space. "We are proud that our exhibitors and visitors see Ambiente as the international HoReCa trading platform. Hall 6.0 is our answer to the increasing dynamics of this market segment. Even at the current stage of our planning, its focus on the interface between hospitality and tableware has convinced many companies to exhibit there, and there's not much space left," says Nicolette Naumann, Vice President of Ambiente, who is clearly pleased with the latest developments.

Major industry players such as APS, BHS Tabletop, Picard & Wielpütz, RAK, Revol and Zieher have already committed themselves to taking part. In addition Hall 6.0 will provide a home for further Dining exhibitors wanting to showcase their products for the HoReCa segment while also continuing to run additional stands in other halls. These include Kütahya, Lubiana and Porland.



One of the companies exhibiting in Hall 6.0 in 2020 will be Revol.

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Ludwig-Erhard-Anlage 1
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The new concept for Hall 6.0 is already being received very positively. "With its Hall 6.0, Ambiente is *the* international platform for our business at RAK. This is why we decided to book even more exhibition space in 2020 than in the past," says Claude Peiffer, CEO of RAK Porcelain Europe.

The purpose of the HoReCa hall is to complement the existing product range of the trade fair from 2020 and to be even more focused in the way the trade fair appeals to the growing number of visitors interested in HoReCa. At the most recent Ambiente 2019, around 30,000 trade visitors – including many important decision-makers in the hospitality industry – expressed interest in HoReCa products. 80 per cent of this group came from countries outside Germany.

Hall 6.0 will comprise the following HoReCa product groups: Buffet & Presentation, Chafing & Transport, Tabletop, Café & Bar, From Oven to Table, Kitchen & Utensils, Menus, Signs & Displays, Tablecloths & Napkins, Professional Clothing & Waiter's Equipment. In addition to the product presentations of the exhibitors there will be a special complementary programme as well as numerous events and networking opportunities, all adding up to a perfect trade fair. As before, this will include the HoReCa Get-Together, which has proved its worth in the past by specifically bringing together manufacturers, planners, investors and consultants within a single space.

Ambiente is broadening its horizons: the HoReCa Academy

As well as launching the new HoReCa hall, the forthcoming Ambiente will introduce a third academy venue. In addition to the Ambiente Academy platforms in Halls 9.1 and 11.1, in 2020 there will also be a HoReCa Academy in Hall 6.0 for the first time. On all five days of the trade fair, a wide range of talks will be presented to a professional HoReCa audience, both national and international, as well as to other interested visitors. Further details about the programme and the speakers at the HoReCa Academy will be published over the next few months.

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:

<https://ambiente.messefrankfurt.com/frankfurt/en/press.html>

On social media:

www.facebook.com/ambientefair | www.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

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

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

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 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