

Press Release

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“2020 looks good” – with plenty of new exhibitors at Ambiente

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Things are looking good for Ambiente. From 7 to 11 February 2020 the world’s leading trade fair for consumer goods will be welcoming several well-known first-time exhibitors as well as companies that have had a break and are now back in prominent positions at Ambiente. The bandwidth ranges from major international brands such as Christofle, Normann Copenhagen, Swarovski and Puro to some exciting start-ups that will add extra vigour to the product line-up in Dining, Living and Giving. And so the motto of the season – “2020 looks good” – will also be the motto of Ambiente itself.

In **Dining** there will be a large number of new exhibitors adding glamour and variety to the dining table. In Hall 4.1, for example, the premium brand Christofle from Paris will be displaying its interpretation of contemporary dining culture. Innovations around coffee as a super trend will be showcased by the traditional German company Melitta at its Ambiente début in Hall 4.0. In the same hall Fiskars will be presenting the well-known Finnish design brand Iittala and its traditional British



New in Hall 4.0: Melitta ingredients for the pour-over trend in coffee culture. Photo: Melitta.

lifestyle brand Royal Doulton, inviting visitors to experience these classics in a totally new way.

Another element to create a stir in the Dining segment will be the new HoReCa Hall 6.0. From 2020 it will bundle the growing product range for hotels, restaurants and catering suppliers on a single platform. By the summer it was almost fully booked – not just because specialised exhibitors from Halls 4.0 and 4.1 had moved to HoReCa, but also because this newly created segment is attracting a large number of major international brands. Several leading companies are now on board, including Mikasa, Montgolfier and Vega, and there will be over 2,100 exhibitors in the Dining segment.

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Mindful, bold and relaxed. Today's trends in lifestyle and interior design have been impacted by Scandinavian design to a far greater extent than by any other approach. In the **Living** segment we are expecting to see the reappearance of a major pioneer in this domain: Normann Copenhagen. The international design scene has been quietly and sustainably revolutionised by this Danish company since 1999 who will be represented at Ambiente in Hall 8.0. The same hall will also feature the Danish company Heymat, a start-up with a fresh focus on doormats. Another newcomer, founded in 2019, will be Klatt Objects. Celebrating its début in Frankfurt and elsewhere, the start-up will be showcasing contemporary product ideas for an emotive, naturally urban lifestyle. One new and particularly exciting crowd puller in Hall 8.0 will be the brand presentation of Swarovski. At the same time, sweet inspiration will be provided by the French premium brand Pâtisserie Ladurée.



Brand début in Hall 8.0: a special selection of items for a customised style of interior design.
Photo: Rosetime.net for Klatt Objects.

A fresh breeze can also be felt in **Giving**, thanks to a large number of new exhibitors. They include, for example, the children's brand Sigikid and the German artisan studio Bordbar who will be launching their stylish aircraft trolleys in Hall 11.0 for the first time in 2020. Inspiration reflecting the spirit of our time will also be provided by new suppliers such as Memobottle from Australia and Coxlab from Switzerland, with innovative reinterpretations of portable water bottles. Sustainable and subtle gift ideas made from wood will be showcased by the Finnish family-owned enterprise Lovi Oy. And the hearts of comics enthusiasts should be beating faster when they hear that the German merchandising specialist Atomax will be featuring the world of Tintin and the Marvel superheroes in Frankfurt. One floor higher up, in Hall 11.1, trade visitors can look forward to the return of a trendsetter, Perleberg, who will be presenting its award-winning collections of greeting cards, as well as its Spanish competitor Customworks with its creative editions.

In all, Ambiente 2020 will have 4,460 exhibitors from over 90 countries.

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

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 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
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

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

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