

Press release

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## Globally United: The international consumer goods market finally starts again in Frankfurt in 2022

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**It's time for personal encounters and inspiration at local trade fairs! The trade needs new impulses and first-class contacts, and trade fairs are the most important platform for acquiring new customers. Ambiente will be showcasing the most important themes across the entire range of consumer goods in the Dining, Living and Giving segments from February 11 to 15, 2022.**

As the leading international trade show for the consumer goods industry, Ambiente is the ideal platform for marketing innovations and products internationally. "Full of anticipation, optimism and with a great deal of commitment, we are looking forward to the global industry gathering in February. Retailers need personal encounters, inspiration and haptic product experiences - we offer the industry all of this with our trade fairs. Ambiente is the hub around which the consumer goods industry revolves and we are very much looking forward to finally welcoming the industry back to Frankfurt," says Philipp Ferger, Vice President Consumer Goods Fairs.



Ambiente 2022: Here everything revolves around the topics table, kitchen, household goods and enjoyment as well as giving, living and furnishing.

At Ambiente, everything revolves around the themes of tabletop, kitchen and housewares as well as giving, living and furnishing in 9 halls on 20 hall levels. Renowned dining brands such as Alessi, ASA Selection, Fiskars, GEFU, RAK, Robbe & Berking, Steelite, Stelton and Victorinox will be presenting their latest product ideas at the upcoming Ambiente. Numerous industry giants from the living and giving sector - including exhibitors such as Blomus, Broste Copenhagen, Cor Mulder, Dome Deco, Eichholtz, Gasper, Gilde Handwerk Macrander, Gries Deco or

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

Lambert will present plenty of inspiration and innovations.

### **Global sourcing under one roof**

Against the background of past developments, the space requirements for the Global Sourcing exhibition area have changed for Ambiente 2022. Accordingly, Global Sourcing will in future be concentrated on all five hall levels of Hall 10. This will make it even easier for visitors to find contact with manufacturers by the shortest route.

### **Events and highlights**

The Ambiente supporting program gives visitors a special look at consumer trends and the latest designs. For HoReCa, the Contract Business and Ethical Style, Ambiente is an important annual marketplace. With the expansion of the Dining section to include an independent platform for the hotel, restaurant and catering sector (HoReCa), Ambiente 2020 set fresh impulses. In 2022, visitors can again expect an independent HoReCa hall as well as top international speakers. For some years now, contract business has also been gaining strongly in importance. Ambiente is therefore an important hotspot for professional buyers from the living and giving sectors.



HoReCa Academy at Ambiente 2020

The special interest program Ethical Style, which draws attention to manufacturers of sustainable or ethically produced consumer goods, is also an important part of the supporting program. Trends pointing the way to the future will again be shown in 2022 by the trend presentation by design studio Stilbüro bora.herke.palmisano on behalf of Ambiente. Buyers looking for original product ideas are in the right place at the Talents areas. Young and as yet unknown designers will be presenting their contemporary designs and creations at Arts & Crafts in Hall 4.0 and Interior Design in Hall 8.0. At the upcoming Ambiente, the special Solutions presentation will showcase a selection of innovative problem solvers and how they creatively make our everyday lives easier.

### **Additional digital offers intensify networking**

A supplementary online platform for Ambiente increases the international reach for exhibiting companies and trade visitors alike and also promotes new contacts, networking opportunities and knowledge transfer. Digital exchange via chat or video is possible as early as one week before and

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two weeks after the event. Trend presentations and selected trade fair highlights from the supporting program are streamed live and can be experienced digitally. This means that the trade show highlights can also be experienced by visitors from overseas who will not be able to travel in 2022 due to travel restrictions.

The videos will be made available afterwards on the Conzoom Solutions knowledge platform. The Nextrade order and data management portal is another already established digital service from Messe Frankfurt. Nextrade enables 24/7 digital business relationships between retailers and suppliers. As the first digital B2B marketplace for Home & Living, the platform digitally brings together supply and demand from the entire industry, creating great added value for both sides.

### **Safe trade fair visit thanks to safety and hygiene concept**

Messe Frankfurt's hall and infrastructure is not only unique, but also an important component of the safety and hygiene concept. In order to make personal encounters at Ambiente as safe as possible for all participants, Messe Frankfurt uses various Frankfurt relies on various control mechanisms. These go far beyond the measures taken in the public sector and make the Frankfurt's exhibition halls excellent and safe meeting places even in times of pandemic. The measures include 100 percent fresh air supply, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept, and the proven wearing of mouth and nose protection.

### **Business trips to Germany possible without quarantine**

According to the current state of affairs, entry into Germany is possible for business travelers from almost all countries without quarantine. The prerequisite is a business reason, which is given with the participation. In addition, visitors require proof of complete vaccination or recovery, or a current antigen test.

The next Ambiente will take place from 11 to 15 February 2022.

### **Note 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:** #ambiente22

### **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

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accessories. In 2020 Ambiente opened a dedicated hall for the hotel, restaurant and catering industry (HoReCa), thus establishing itself as the leading international front of house platform. As a global contract business hotspot Ambiente has a strong emphasis on the international contract market. It is “The Show” for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2020 featured 4,582 exhibitors from 92 countries, attracted around 101,000 trade visitors from 158 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**

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 revenue. 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 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 on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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