

ambiente

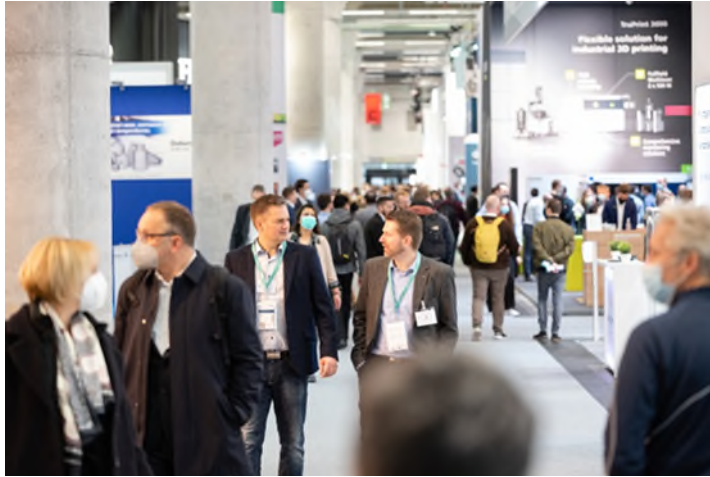
Ambiente 2022 is and remains the largest and most important consumer goods fair in the world

Frankfurt am Main, November 2021. Ambiente 2022 will once again be the leading trade fair for its global sector next year. More than 2,400 exhibitors from 74 countries have confirmed their participation and are looking forward to the chance to present their trend products, write orders and network in person after almost 24 months of abstinence from physical encounters. On more than 272,000 gross square metres, visitors can expect a comprehensive programme of information and inspiration to give the global retail sector a boost to reboot. Messe Frankfurt's global network of subsidiaries and sales partners also confirms that export-oriented customers – both exhibitors and visitors - have an above-average EU-compliant vaccination rate. They want to and can come to Frankfurt for Ambiente.

The actual rise in Corona figures in Germany and the media coverage is currently causing uncertainty with regard to trade fair participation. "Eleven weeks before the start of Ambiente on 11 February 2022, one thing is quite clear: Ambiente is and remains the most important and most international consumer-goods fair in the world", explains Philipp Ferger, Vice President Consumer Goods Fairs. "More than 2,400 exhibitors from 74 countries have already confirmed their participation in Frankfurt and are looking forward to the hustle and bustle on the exhibition grounds. With 272,000 gross square metres, the grounds will have an 87 per cent occupancy rate compared to the last event in 2020." There will be 19 levels of halls showcasing the latest products and trends, an extensive fringe programme and the chance to network face-to-face. "Especially now that trade fair business and personal contact with the industry are possible again, we really appreciate that exhibitors stand by us and want to actively use Ambiente in Frankfurt as a platform for their business contacts and product presentations," says Ferger. Half of the decline in exhibitors is due to travel restrictions imposed by the Peoples' Republic of China.

"In addition, the international vaccination rates and the assessments from the most important exhibitor and visitor countries make us very confident. Even if a mandatory certificate of vaccination or recovery from Covid 19 were to be imposed, a strong international participation would be realistic and achievable, because the vaccination rate among our international exhibitors and visitors who want to come to Frankfurt is above average according to the sample of our network of subsidiaries and sales partners," adds Ferger.

The fact that Messe Frankfurt's internationally active customers have an above-average EU-compliant vaccination rate of up to 99 percent was revealed by a survey of exhibitors and visitors of Ambiente, Christmasworld, Creativeworld and Paperworld conducted by Messe Frankfurt's globally active sales network.



An up-to-the-minute look at what's happening at the trade fair in Frankfurt. Welcoming only visitors with vaccination certificate or documents of recovery from Covid 19 during Formnext (16 to 19 November 2021, Copyright: Mesago Messe Frankfurt GmbH / Mathias Kutt)

According to the results of this random sample so far, the picture is clear: the majority of exhibitors and visitors from the top ten visitor countries, such as Italy, France, the Netherlands, Great Britain, Spain, Turkey, the USA, and Japan, are already fully vaccinated with the vaccines approved in the EU. The same applies to B2B customers from the top 50 visitor countries. This means that not only from Europe, but also from North America, South America, Asia, the Middle East and Africa, the B2B customers have an above-average vaccination rate and can therefore travel to Germany. According to estimates by the subsidiaries and sales partners, a large proportion of the internationally active exhibitors and visitors in many countries have already taken care of the question of vaccination recognition and EU-compliant vaccination at a very early stage, so that they can now apply for flights and visa without any problems.

This is a confident result of the surveys conducted by Messe Frankfurt's subsidiaries and sales partners. They have been in active contact with exhibitors and visitors in all major countries for decades, provide information on the vaccines permitted in Germany and offer support with regard to travel, hotels and German entry regulations. "We are very pleased that the intensive contacts of our local representatives all over the world confirm that we can assume a stable, high vaccination rate among our customers. This means that the requirements for flights and visa can be met. We are convinced that safe and successful trade fairs are not only possible under the given circumstances, but also extremely important for trade to pick up again worldwide," Ferger sums up.

Protection and hygiene concept for safe trade fair visits

Messe Frankfurt's protection and hygiene concept was developed in cooperation with the responsible authorities of the State of Hesse and with the recommendations of the Robert Koch Institute and is regularly adapted to current conditions. The safety of all exhibitors, visitors, partners and employees has top priority.

Measures include 100 per cent fresh air supply in the exhibition halls, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept and the wearing of mouth and nose protection.

Information on the protection and hygiene concept as well as travel/admission to the grounds can be found here:
ambiente.messefrankfurt.com/hygiene

Ticket shop now open

The ticket shop is now available online. An important change from previous years is that only online tickets can be purchased for the trade fairs. In 2022, there will be no on-site box offices due to the Corona measures in force. In addition, all tickets are not only personalised but also only valid for a specific individual day of visit. The visit date can be selected when purchasing tickets. This ensures that not too many people are on the fairgrounds at the same time.

In addition to the admission ticket, one of the following documents must also be shown in each case for admission to the fairgrounds: Covid 19 vaccination certificate, convalescent certificate or valid test certificate. In addition, a photo ID will be checked for data match.

You can find the ticket shop here:

ambiente.messefrankfurt.com/tickets



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Ambiente

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 and fashion 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.

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

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

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