

Press release

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Ambiente 2022: Practical orientation aids for visitors

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Finding the right business partners and suitable products quickly and specifically in the hustle and bustle of a trade fair? Not always the easiest task. As usual, Ambiente 2022 offers a range of orientation aids for visitors looking for special offers. These include the special presentation "Solutions" and the special interests HoReCa, Contract Business, and Ethical Style. Exhibitors of Ambiente can apply now.

Solutions - apply until November 26, 2021

The focus of "Solutions" is the connection between the aesthetic design and the functionality of a product. Innovative and outwardly appealing kitchen and household aids will find a place at Solutions in the foyer of Hall 4.0 where creativity and innovation know no bounds. London-based designer Sebastian Bergne is once again putting together a selection of products for Ambiente 2022 that serve precisely this purpose. Exhibitors of Ambiente can apply for Solutions until November 26. The market launch of the submitted product must have taken place after Ambiente 2019.



Visitors in the special presentation "Solutions" at Ambiente 2020

HoReCa and Contract Business - apply by November 12, 2021

HoReCa and Contract Business have been an integral part of the Ambiente program for several years. While Contract Business focuses more on the Living and Giving segment, HoReCa is closely interwoven with the Dining segment. This year, Ambiente exhibitors once again have the opportunity to apply for these two special programs. Those participating in the program will be marked with an indicator in the online exhibitor search and can also be called up separately as "Special

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

Interest". Hall 6.0 will be signposted as a separate trade show for HoReCa, as it was in 2020. Exhibitors who have been included in the HoReCa program and are not located in Hall 6.0 will be identified with a corresponding stand sign. A sign will also be placed at the Contract Business exhibitors' booths to help buyers find the company they are looking for. Applications can still be submitted until November 12. The prerequisite is three reference projects. Ambiente exhibitors who have already been awarded the HoReCa or Contract Business label in the past do not need to apply again.



Specialized exhibitors present their answers to the diverse demand at Ambiente

Ethical Style - apply by November 18, 2021

As a juried selection, Ethical Style draws attention to suppliers who are doing remarkable things in the area of sustainability. Any Ambiente exhibitor can apply for the program in one or more of the six categories. The deadline for applications is November 18, 2021, and an independent jury of international experts will decide which companies and products are included. This is made up of Christina Bocher (DEKRA Assurance Services GmbH), Kees Bronk (CBI, Center for the Promotion of Imports from developing countries), Lutz Dietzold (German Design Council), Max Gilgenmann (expert for textile sustainability criteria), Sabine Meyer (Side by Side, Caritas Wendelstein Werkstätten) and Mimi Sewalski (avocadostore.de).



The Special Interest Ethical Style at Ambiente - apply now.

Ambiente
Internationale Frankfurter Messe /
International Frankfurt Trade Fair
Frankfurt am Main, 11. bis 15. Februar
2022

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

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente
www.instagram.com/ambientefair | 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 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.

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 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

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

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.

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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