

Press release

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## Great opportunities ahead: promotion programmes at Ambiente 2022

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**Whether university graduates, young designers or entrepreneurs: they all benefit from special promotion programmes at Ambiente. Within the framework of the Talents Area as well as the BMWi Area, Messe Frankfurt supports appearances at the most important platform for new products and innovations, thus enabling the first and decisive steps into the consumer goods market.**

### Talents - apply until October 22, 2021

Attention, here comes the new generation! What drives them? What do they deal with creatively and what innovative impulses do they generate? Young designers from the fields of Interior Design and Arts & Craft will be showing their products for the Living and Dining areas at the Talents areas. As in the past, there will therefore be two areas in Halls 8.0 (Interior Design) and 4.0 (Arts & Crafts) next year. Participants will not only be offered a free exhibition space in one of the two specially designed areas, but also a top-class platform for networking, direct feedback and important contacts to the industry. All young designers who are not yet established in the industry can apply at <https://www.ambiente-application.com/talents>. Potential applicants can find more information on the conditions of participation [here](#).



Interested visitors in the Talents area of Ambiente 2020

### BMWi Area - apply until October 31, 2021

The German Federal Ministry for Economic Affairs and Energy (BMWi) enables young companies to participate in international trade fairs in Germany at favorable conditions. Of the total costs of an exhibitor's participation in a trade fair, the costs invoiced by the trade fair organizer

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

for stand rental and stand construction are eligible for funding. Eligible expenses are subsidized up to an amount of 60 percent for the first two participations and 50 percent from the third participation with a total amount of 7,500 Euros per exhibitor and trade fair maximum.

Applications are open to young, innovative German companies that have been on the market for less than ten years, employ a maximum of 50 people, generate annual sales of less than ten million Euros and have a trade license. The BMWi area will be located in Hall 11.0. Product focuses of this hall are decorative and classic gifts, souvenirs, traditional crafts, accessories, stationery, beauty gifts and leather goods. Exhibiting companies will have an additional digital presence through Messe Frankfurt's media package (with catalog entry and exhibitor search) - even beyond the trade fair.

If you have any further questions about the promotional areas at Ambiente 2022, please do not hesitate to contact the following Messe Frankfurt staff:

**Talents:**

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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](http://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 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

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International Frankfurt Trade Fair  
Frankfurt am Main, 11. bis 15. Februar  
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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](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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