

news +++ Ambiente
11 to 15 February 2022

ambiente

At your service: Ambiente 2022 serves up dining trends and a unique trade fair experience

Frankfurt am Main, November 2021. At Ambiente 2022, Dining is the big stage for everything that makes cooking and the household easier and food more enjoyable. Thomas Kastl, Director Ambiente Dining, reveals in the following interview which highlights the world's largest consumer goods fair offers and what else visitors need to know.



Thomas Kastl, Director Dining

1. From February 11 to 15, 2022, Ambiente will showcase the most important themes of the entire consumer goods range in the areas of Dining, Living and Giving. At last, industry and retail can experience trade fairs again. What does that mean for you and how will the Dining area be positioned?

Thomas Kastl:

We can hardly wait to finally bring the global consumer goods industry together again at Ambiente. More than 2,400 exhibitors from 74 countries have already confirmed their participation here in Frankfurt and are looking forward to the hustle and bustle on the exhibition grounds. With 272,000 gross square meters, the grounds will have an 87 percent occupancy rate compared to the last event in 2020. However, in order to comply with safety distances and hygiene regulations, the hall layout will be slightly more spacious and some of the aisles will be wider than in the past to allow people to move around more freely. The Dining area will extend over a total of 13 hall levels at Ambiente

2022. Visitors will find a wide range of lifestyle products for the table, kitchen, leisure, household goods and hospitality. All Dining halls will be occupied as usual in their basic structure and we will also have our own HoReCa hall again in Hall 6.0.

The focus next February will be on one thing above all: personal encounters. Because this has been sorely lacking in recent months. The same applies to the haptic experience of the products. In my view, it is essential in our industry to perceive textures and colors with your own senses. To ensure that you can meet your business partners safely at the Frankfurt exhibition center even in times of a pandemic, we have drawn up a comprehensive safety and hygiene concept. According to the current status, trade fair participants must present a current proof of vaccination or convalescence at the entrance. In addition, there are further measures such as online ticketing, 100 percent fresh air supply, generous design of halls and entrances to maintain safety distances, and intensive cleaning routines. Stand catering and the popular show cooking programme will also be possible with appropriate hygiene regulations. We have summarized all the current measures for you easily accessible on the [Ambiente website](#). However, depending on the pandemic situation, there may be changes in the future.



Dining products at Ambiente

2. The HoReCa industry was hit very hard by the Corona pandemic. What feedback have you received from exhibitors with this distribution channel and what does the HoReCa hall offer next year?

Thomas Kastl:

We are very pleased that almost all exhibitors in Hall 6.0 from 2020 have registered again in 2022. This came almost as a surprise, but is an even more fantastic signal: the HoReCa industry is alive and well and ready for the re-start after Corona. Companies that have made firm commitments for the HoReCa hall include BHS with its Bauscher and Schönwald brands, Bonna, Kütahya, Porland, RAK, Steelite and V&B Hospitality Dining & Lifestyle. Hall 6.0, which was relaunched in 2020, was a resounding success at its premiere and the perfect place to go for decision-makers in the hospitality segment - including hotel chains, restaurant owners, caterers, cruise lines and airlines. At the upcoming Ambiente, exhibitors will again present their most recent collections there and invite visitors to the latest insights from the front-of-house sector. In addition, we will again have a HoReCa Academy, where top speakers will provide an in-depth outlook on relevant industry trends.

3. Hall planning in Global Sourcing will also be optimized and adapted for the coming Ambiente. What will change?

Thomas Kastl:

As the world's leading trade fair and largest sourcing platform outside China, we want to provide the right impetus and inspiration with the new hall structure. That's why we have packed Global Sourcing under one roof again: The area is concentrated in Hall 10 - from Hall 10.0 to 10.3. We've already had this in the past, and we will thus return to shorter distances for buyers. One reason for this is also China's relatively restrictive travel policy and the resulting reduced participation opportunities for Chinese exhibitors. Global Sourcing buyers can still look forward to very international exhibitors from overseas. We already have registrations from Egypt, Ghana, India, Indonesia, Nepal, Pakistan, Peru, Taiwan, Tunisia, and Turkey.

4. What does the supporting program for Ambiente 2022 look like?

Thomas Kastl:

The supporting program at the upcoming Ambiente will once again offer visitors numerous highlights that are not to be missed. For example, the two lecture areas Ambiente Academy (Hall 9.0) and HoReCa Academy (Hall 6.0) will provide insights into current market developments and invite visitors to engage in an extensive exchange of ideas. Clever kitchen and household helpers that make our lives easier can be seen in the special presentation Solutions in the foyer of Hall 4.0. A visit to Talents is also worthwhile: young designers on their way into the market will be presenting their products at the Talents areas Arts & Craft (Hall 4.0) and Interior Design (Hall 8.0). In addition, Ambiente 2022 will once again be the venue for numerous award ceremonies. These include the German Design Award, the Kitchen Innovation Award, the Tableware International Awards of Excellence and the Plagiarius (negative award for product piracy). The Hessian State Award for German Arts and Crafts will also be presented at Ambiente this time.

5. Ambiente is a trendsetter and source of inspiration for the consumer goods sector. As a marketplace for innovations, it presents the trends that end consumers are waiting for in the retail sector. What can visitors look forward to?

Thomas Kastl:

As the leading international trade fair for the consumer goods industry, Ambiente is the ideal platform for marketing new products and innovations internationally, for seeing innovations and for gaining impetus. You won't find such a range at any other consumer goods fair. In addition to aesthetically beautiful and trendy products, sustainability with all its facets is now a core global social and economic issue with enormous significance. More and more people are becoming more mindful and critical when shopping, are well informed and ask about the origin, manufacturing conditions and materials of the products on offer. This has also been evident at Ambiente for several years. With its "Ethical Style" special interest, it is now the international trading center for sustainably produced consumer goods. Exhibitors producing in an ecologically and socially compatible manner can apply for Ethical Style. Those selected by an independent jury of international experts will receive an Ethical Style marker in the online exhibitor search as well as a marker at

their booth on site. In total, there are six different Ethical Style categories, including resource-friendly manufacturing, fair and social responsible production as well as environmentally friendly materials. In addition, MADE51 is once again participating in Ambiente 2022 as part of a special presentation. The initiative of the United Nations Refugee Agency (UNHCR) works together with partners from the business sector to secure sustainable livelihoods for refugee artisans.

6. Digital exchange has been part of our everyday life in recent months. Is a complementary online platform planned for Ambiente 2022?

Thomas Kastl:

Yes, Ambiente will be supplemented by additional digital offerings and networking formats in the form of Ambiente digital addition in 2022. International visitors who are unable to come to Frankfurt due to travel restrictions will be able to attend live as well as network online and follow the trade show highlights in content streamings. Ambiente digital addition thus enables efficient networking with exhibitors on site in Frankfurt. In this way, we are taking an important step towards the future and extending the duration of the trade fair. The digital exchange is already possible one week before as well as two weeks after the presence event. In addition, our online platforms Nextrade and Conzoom Solutions have already been providing the consumer goods industry with industry-relevant content 365 days a year since 2019 and offer digital order and data management. The direct order function via Nextrade will become even more attractive and interactive in the future, as the expansion of the showrooms in 3D will ensure even more experiential shopping. Thanks to digital walk-through capability, buyers will be able to reach their destination intuitively and with just a few clicks. In addition, Nextrade will be a special interest for the first time at Ambiente 2022, offering visitors an additional benefit.

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. 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

**Your contact:**

Anne-Kathrin Salajka

Tel.: +49 69 75 75-6221

anne-kathrin.salajka@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

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