

Press release

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Ambiente 2022: See you in Frankfurt!

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From February 11 to 15, 2022, Ambiente will showcase the most important themes of the entire consumer goods range in the Dining, Living and Giving segments. At last, industry and trade can experience trade fairs again: Ordering on site, making international and national contacts and touching products.

"Every day we are in conversation with our customers who want to be at the upcoming Ambiente to present their products live. That's why we're delighted that the world's largest consumer goods trade show is also a set date for the industry in 2022. Especially after the pandemic period, the trade needs new impulses to boost consumption, the trade fair experience on site and direct ordering. Exhibitors and visitors will find these at Ambiente," says Philipp Ferger, Vice President Consumer Goods Fairs.



Ambiente 2022: Networking, inspiration and personal on-site ordering

As the leading international trade fair for the consumer goods industry, Ambiente is the ideal platform for marketing innovations and products internationally. Renowned dining brands such as Alfi, Alessi, Elo, RAK, Robbe & Berking, Rösle and Stelton are preparing for Ambiente. Numerous industry giants from the living and giving sector - including exhibitors such as Blomus, Gilde Handwerk Macrander or Lightmakers - have already registered.

"Even if the good sales of many members sometimes suggest otherwise: Ambiente is missing. Above all, it is missing as a real leading trade fair that brings buyers from all over the world to Germany and whose customers we can neither win digitally nor retain in the long term. But it is

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

also missing as a business and communication platform, the latter hopefully in the future also in the direction of the end consumer," says Jens-Heinrich Beckmann, General Manager of the German Knives and Housewares Association (Industrieverband Schneid- und Haushaltwaren e.V. IVSH). Ambiente is a trendsetter and source of inspiration for the consumer goods sector. As a platform for new products, it presents the trends that end consumers are waiting for in the retail trade. At the same time, it is the hotspot for topics such as sustainability, hospitality and contract business. In addition, it offers a high standard of design topics around the consumer goods range.

Digital supplementary offer

As the leading international trade fair for the consumer goods sector, Ambiente is constantly being developed with an eye to the future. In order to bring industry and trade together even more efficiently and in a more targeted manner, the physical event will be supplemented by online services, such as matchmaking, and live streams from the lecture program. It thus offers exhibitors and visitors new opportunities. Messe Frankfurt has already set up the [Nextrade](#) and [Conzoom Solutions](#) online platforms from 2019, which provide the consumer goods industry with industry-relevant content 365 days a year and offer digital order and data management. This means that manufacturers and retailers can continue to expand their international reach even after the event, keep up to date with the latest industry topics and benefit from the networking functions on offer.

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, 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 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 4,635 exhibitors from 93 countries,

Ambiente
Internationale Frankfurter Messe /
International Frankfurt Trade Fair
Frankfurt am Main,

attracted around 108,000 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 new digital ordering and data management system for brands 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