

Press release

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"More important than ever": Exhibitors express their views on Ambiente 2022

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In less than half a year, Ambiente will return to the Frankfurt exhibition halls. Numerous exhibitors are preparing for the world's leading trade fair for consumer goods. Why Ambiente 2022 is so important for the industry and what the participating companies are particularly looking forward to is revealed by six exhibitors from different Ambiente product groups.

"In the recent year, most social encounters, meetings with partners and clients, and events have taken place either online or have been canceled. Opportunities to be inspired and find new ideas, brands and people have been limited. That's why we see events and fairs like Ambiente as very important and we want to be there when the world starts to open again. Ambiente, as an international trade fair, is a great platform for us to build new connections and nurture existing ones", says Helen Cheung, Senior Marketing Activation Manager at Fiskars.



Ambiente 2022: Finally meeting business partners in person again and experiencing products live.

Cheung is thus addressing an aspect that has been repeatedly fed back to trade show organizers in recent months: The physical trade show format remains the first choice and cannot be replaced by digital formats, but only usefully supplemented. Face-to-face encounters are too important when it comes to forging new business relationships and maintaining existing connections. "Commerce is about people connecting, building relationships and communicating also when things do not go as planned. Commerce needs a place to do business. Ambiente is the place for Stelton to meet the world. This trade fair is more important than ever", says Michael Ring, CEO and Owner of Stelton.

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Ambiente is also a set date in the calendar for Willo Blome, Managing Director and Owner of Blomus. "We are looking forward above all to face-to-face discussions with the international retail sector and other market players. First and foremost, Ambiente enables us to present our innovative new collection live. Ambiente is also always an important industry meeting place to observe market developments and to network."

Moreover, consumer goods are among the products that are best explored live and with one's own senses. This is also emphasized by Katharina Günther, Managing Director at Hey-Sign: "As a leading international trade fair, Ambiente has always been particularly interesting and important for us as a company as well as for the industry. Our collection depends on the tactile feel of the material and its brilliant colours. We are therefore particularly pleased to be able to exhibit at Ambiente in 2022. It's a great pleasure for us to be able to exchange ideas directly with our customers again!"

Horst Lichter, Director of Solex Germany, is also looking forward to taking part in Ambiente 2022: "Solex Germany is looking forward to Ambiente 2022 to present for the first time to an international trade audience the innovations we have developed over the past two years and have not yet been able to show "live". We are especially looking forward to meeting again many partners and customers we haven't seen for many months."

For some exhibitors, Ambiente has also made a significant contribution to the development of the company. "Ambiente helped us build up our export business," says Benjamin Greve, Marketing and Sales Manager at Philippi. "We ship to over 70 countries. Where else is there an opportunity to meet so many customers and partners in one place? For Philippi, Ambiente is an indispensable platform to connect with the global trade and present our latest collections. In the past, there were many great memories and anecdotes from Frankfurt. This results in great business relationships afterwards, which we wouldn't want to miss under any circumstances," Greve continues.

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
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Hashtag: #ambiente22

Ambiente – a leading international trade fair

Ambiente is the leading international trade fair and the world's number

Ambiente
Internationale Frankfurter Messe /
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Frankfurt am Main, 11 - 15 February 2022

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, 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 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

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