

ambiente

Welcome home! The world of consumer goods celebrates a comeback at Ambiente

Frankfurt am Main, February 2023. Large crowds of visitors, intensive networking, an overwhelmingly positive mood and a unique mix of ideas and products: With 109,491 visitors, Ambiente, held for the first time simultaneously parallel to Christmasworld and Creativeworld, welcomed the global consumer-goods market to Frankfurt for five days. Trade buyers from all over the world were in an excellent ordering mood and enthusiastic about the new diversity across markets and sectors. With the future fields of HoReCa and Contract Business, the leading trade fair once again offered buyers an important trading platform for innovative concepts and solutions in the international contract business. Numerous special presentations and lectures demonstrated in many facets what is relevant in the consumer goods market now and in the future.

The world's most important consumer goods fair exceeded all expectations with its concentrated intercontinental strength. For five days, there was a great joy of seeing each other again, an energetic ordering mood and an extraordinarily positive atmosphere in the fully booked Frankfurt exhibition halls. "The response to Ambiente was simply overwhelming! Personal exchange is more important than ever at the moment – we have experienced this again in many conversations over the last few days. We sensed an extraordinary euphoria among the exhibitors and visitors who attended Ambiente 2023", says Thomas Kastl, Director Ambiente Dining.



Ambiente brings together the global range of the consumer-goods sector in the Dining, Living, Giving and Working sections. Photo: Messe Frankfurt/Pietro Sutera.

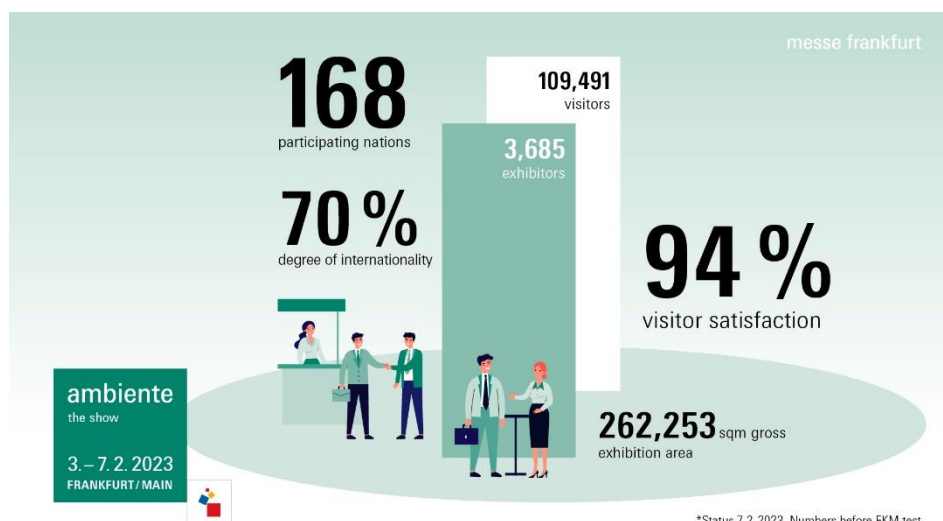
With the four product sections Dining, Living, Giving and – new since 2023 – Working, Ambiente offered an attractive international product mix in the East and West exhibition

areas. 109,491 buyers took advantage of the opportunity to participate in the world market for consumer goods and to gain a concentrated overview of global innovations and trends – from tableware, kitchenware and household utensils to the furnishing and equipping of private rooms and commercial objects such as hotels, restaurants and offices or workspaces with furniture, lighting, interior decoration, interior concepts and home textiles, right through to classic office supplies, stationery, writing utensils as well as gift articles and personal accessories.

"Due to the four Ambiente sections and the fact that they were held in parallel with Christmasworld and Creativeworld, visitors were able to find out about new and exciting additional product ranges and benefit from valuable synergies. We are particularly pleased about the newly acquired premium suppliers for Office Design & Solutions¹ and the extremely positive response to our new Working section. The relevance of the living world of Working was also reflected by the new Ambiente highlight Future of Work with its conceptual solutions," says Yvonne Engelmann, Director Ambiente Living, Giving, Working.

After being suspended twice, the signs were finally back on networking and ordering: personal encounters formed the core of Ambiente 2023 and were celebrated in fully booked exhibition halls. This was also reflected in the consistently positive feedback from exhibitors: "We have the impression that everyone was just waiting for it to finally start again. The personal exchange, the togetherness, being able to touch the products, to see them, to be inspired – all this is not possible online. In this respect, trade fairs are still incredibly important and are very well received by people. We have had an incredibly good turnout, always a full stand and a very good order situation," says Angela Kramer, Managing Director of Caran d'Ache Vertriebs GmbH Germany.

There was also great enthusiasm in the dining area, as Sandra Viertauer, Head of Global Marketing & Communications at Rosenthal, reports: "The atmosphere was very energetic, very motivated and motivating – you had the feeling that everyone was longing to finally meet again at the fair. It's simply a people's business, and this was confirmed once again at Ambiente. For us, Ambiente is above all a platform for meeting international customers. We are satisfied, happy and made the right decision to be there."



¹ Workspace concepts, office furnishings and equipment, solutions for mobile working, collaboration, meetings, conferences, acoustics and room partitioning, Home office

Best internationality and satisfaction ratings at Ambiente

The high level of internationality exceeded all expectations: 70 percent of the visitors came from abroad. In total, Ambiente brought together 168 participating nations. In addition to Germany, the top ten nations included Italy, France, the Netherlands, the USA, Great Britain, Spain, Turkey, Greece, Poland and South Korea. The feedback and satisfaction ratings from exhibitors and visitors are correspondingly positive: For example, 94 percent of the visitors and 84 percent of the exhibitors are satisfied with the achievement of their visit or participation goals.

"In my opinion, Messe Frankfurt has made a brilliant new start with this year's event. 150,000 visitors², of which at least 70 percent came from abroad, a large part even from overseas, testifies to an impact that is unparalleled in our industry worldwide. The member companies of our association that took part this time are, without exception, satisfied to very satisfied and did good business. And we are already looking ahead to 2024, and I think we can hope that one or the other name that was not there now will be there again next year", emphasises Jens-Heinrich Beckmann, IVSH Managing Director.



Lively activity in front of the Ambiente Trends 23+ in the Foyer Hall 4.1 with the three trend worlds.
Photo: Messe Frankfurt/Pietro Sutera

Review Highlights & Events

At Ambiente, trade visitors were given an exclusive look at consumer trends and the latest designs. In addition to the thousands of exhibitor stands, the most important source of inspiration for the relevant themes, colours and materials of the coming season was the trend area with the Ambiente Trends 23+, staged by the trend bureau Bora.Herke.Palmisano. They offered an overview of the entire consumer goods sector. This time, the focus was on sustainability, unexpected new creations and design icons. Also included for the first time were trends around New Work and the modern workplace.

The future is sustainable: Spot on Ethical Style and Circular Materials

Ethical Style by Ambiente leads to a curated selection of ecologically produced and socially responsible products. In 2023, a total of 247 exhibitors received the Ethical Style by Ambiente award from an independent jury of experts.

In addition, there were two Ethical Style Spots for the first time, which focused more strongly on the theme of sustainability. As part of these special presentations, trade visitors found themed display areas featuring particularly sustainable exhibitor products, from small companies to top brands in the sector. The exhibition "Circular Materials in Future Dining" showed materials that promote the recyclability of products as well as technologies that can be used to reduce emissions. Curator of the special area, Dr. Sascha Peters from Haute Innovation, also gave talks on sustainable materials for

² 154,000 visitors in total (Ambiente, Christmasworld, Creativeworld)

consumer goods of the future at the Conzoom Solutions Academy and on circular materials for the future of tableware at the HoReCa Academy.



Top theme New Work: visitors found individual solutions for modern working environments in the Future of Work area. Photo: Messe Frankfurt, Jean-Luc Valentin

"Future of Work" – modern working, today and in the future

Another special highlight was the 'Future of Work' special area in Hall 3.1, where the modern world of work was combined with the products of the Ambiente Living areas Interior Design and Contract Business. With forward-looking concepts and curated working worlds and solutions, the area offered a glimpse of the future. It was complemented by the Future of Work Academy, where industry experts spoke about trends and current developments in the workplace of the future on all five days of the fair.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition center:

Ambiente/Christmasworld: 26 to 30 January 2024

Creativeworld: 27 to 30 January 2024

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

Press releases & images:

<http://ambiente.messefrankfurt.com/press>

On social media:

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

www.instagram.com/ambientefair | www.ambiente-blog.com

www.linkedin.com/company/ambientefair

Hashtags:

#ambiente23 #ambientefair #welcomehome

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Information on Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.
ambiente.messefrankfurt.com

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.
www.nmedia.solutions

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own

exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2022