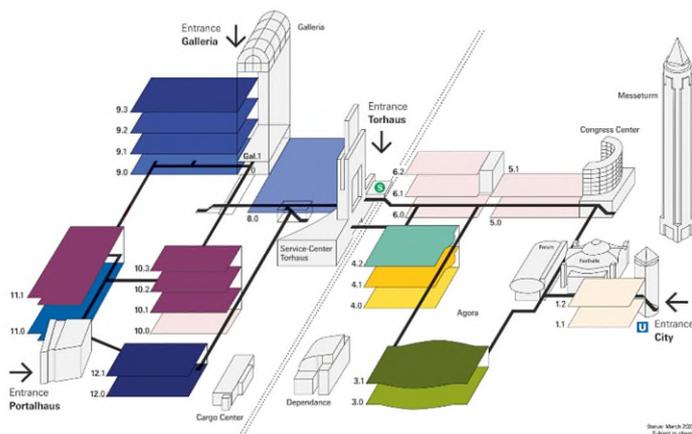


## ambiente

### Moving the future – new hall layout for Ambiente from 2023: Dining in the western part, Living, Giving and Working in the eastern part of the exhibitions grounds

Frankfurt am Main, 10.03.2022. **The world's leading trade fair for consumer goods offers exciting perspectives at first hand: exhibitors and trade visitors can make first-class contacts, discover the latest developments in the market as well as in design and experience trends and opportunities in all segments. In the four sections Dining, Living, Giving and Working, Ambiente presents the most important themes of the entire consumer-goods spectrum. For HoReCa, the contract business and Ethical Style, it is the most important international marketplace of the year.**

From 3 to 7 February 2023, Ambiente, as part of the one-stop shop for the global consumer goods world, will be held at the same time as Christmasworld and Creativeworld. It will show the latest trends on a total of 16 hall levels. "Ambiente is the hub of the consumer goods industry. The optimisation of the structure and the new hall layout offer all participants new perspectives and, as a result, new, unexpected business opportunities. As the leading international consumer goods trade fair, Ambiente reflects the changes in the market in a future-oriented way and presents a unique mix of ideas and products. In this way, we are responding specifically to the needs of the industry", says Philipp Ferger, Vice President Consumer Goods Fairs.



Ground plan of Ambiente 2023

With the new hall layout, Ambiente offers its visitors efficient ways to order. In Hall 12, buyers will find everything to do with glass, porcelain, ceramics, gold, silver, table decorations and table textiles at Table and Table Select. The HoReCa segment, including the HoReCa Academy, is presented in Hall 11.0. Products such as pots, pans, knives, cutlery, small electrical appliances and BBQ accessories are to be found at Cook & Cut in

Hall 8.0. Clean Home will be showing cleaning equipment, household furniture, storage boxes and storage systems in Hall 9.0. The trend theme of baking has its own place at Kitchen, Accessories & Baking in Halls 9.1 and 9.2. Here, visitors can discover products such as baking tins and accessories, drinking bottles, bar equipment and kitchen textiles. The new Top Deals platform in Hall 9.3 offers a wide range of promotional products.

In the eastern part of the exhibition grounds, the Living section in the halls at Interiors & Decoration in Hall 3.0 and at Interior Design in Hall 3.1 makes it possible to experience all styles relating to living, furnishing and decorating. Here, visitors will find everything on the subjects of home furnishings, small items of furniture, lighting, home accessories for the mid-range and upmarket segments as well as products for contract business projects. With their positioning and proximity to Christmasworld, the Living Halls ensure target-group-oriented visitor guidance and visitor efficiency.

Gifts and personal accessories in all their facets are on display in the Giving section, which now also features high-quality stationery and school supplies. In Hall 4.0, exhibitors will be showing all around classic gifts and school supplies. Hall 4.1 presents modern design and trend-oriented gift articles. Here you will find everything from classic gift ideas to fast-moving items, souvenirs, stationery products, stationery, accessories and jewellery.

The new Working section of Ambiente is dedicated to the working worlds of tomorrow. On an equal footing with Dining, Living and Giving, this section will focus even more intensively on relevant solutions starting from 2023. In Hall 4.2, exhibitors will show products for office supplies, office equipment and Remanexpo. Special presentations and lecture series on Modern Work, New Work and Future of Work will also show what will be in vogue in the future.

In the Global Sourcing area, importers find reliable partners for volume business – from both industrial and craft production. For years, this section at Ambiente has been the biggest sourcing platform outside China. Visitors will find Global Sourcing Dining in Halls 11.1 and 10.3, Global Sourcing Living in Hall 10.2 and Giving/Living in Hall 10.1.

The next Ambiente will take place from 3 to 7 February 2023.

**Press information and photographic material:**

[www.ambiente.messefrankfurt.com/press](http://www.ambiente.messefrankfurt.com/press)

**On social media:**

[www.facebook.com/ambientefair](https://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:** #ambiente23

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**Leading international trade fair 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.

**Home of Consumer Goods - the new one-stop store for the global order season**

Under the motto "Home of Consumer Goods", 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.

**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)

**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 sale. 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)

### **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 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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)

\* Preliminary figures for 2021