

news +++ Ambiente
3 - 7 February, 2023

ambiente

Ambiente serves as a career booster for newcomer in design

Ambiente is not only an important business platform for the well-known industry giants, it also offers newcomers in design a stage to present themselves to the market. The promotional programme Talents provide an attractive and simplified entry into the international consumer goods industry. The application deadline is now open.

"The designers at Talents are considered a source of innovation and trendsetting. With their fresh ideas and products, they bring a strong dynamic and new perspectives to the consumer goods industry. Accordingly, the area is often the first port of call for visitors and exhibitors to find out about new products," says Yvonne Engelmann, Director Ambiente Living, Giving, Working, Messe Frankfurt Exhibition GmbH.

In the successful Talents promotional programme, international design students, university graduates and newcomers in design demonstrate their skills at Ambiente in Frankfurt every year. In addition to free exhibition space in a specially designed area in Hall 3.1, participants are offered a top-class platform for networking, direct feedback and important contacts to industry, trade and the design scene at international level. The area will showcase product and design innovations from the interior design sector. For the Talents, their participation at Ambiente is a valuable point of contact with the industry, which incorporates their products into their own portfolio and thus opens new doors for product designers in the design departments of exhibitors. Designers who are not yet established in the industry can apply for this.

The application deadline is **5 October 2022**.

Contact for questions and further information:
Messe Frankfurt Exhibition GmbH
Ambiente Team
Tel.: +49 69 7575-6915
Talents-Ambiente@messefrankfurt.com

From February 2023, Ambiente will be held at the Frankfurt exhibition center at the same time as the leading international consumer goods trade fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: February 3 to 7, 2023
Creativeworld: February 4 to 7, 2023

Note for journalists:

For more information, please visit: ambiente.messefrankfurt.com

Press information & 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

Hashtags: #ambiente23 #ambientefair #homeofconsumergoods

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 order and data platform for the home & living industry

The digital order and data management Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders at any time of day or night, 365 days a year.

www.nextrade.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 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

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

* Preliminary figures for 2021