

# SUCCESS IS YOURS

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26.–30. 1. 2024  
FRANKFURT / MAIN

## Your stationery and office supplies in the Working area.

A market with a promising future: Following its successful launch in 2023, the Working area continues to develop with its Office and Remanexpo product groups. Working showcases the latest developments around the workplace, in the stationery sector and in office supplies, equipment and technology. As an exhibitor, you are at the centre of the action – where products are experienced at first hand, orders are placed, product assortments are expanded and contacts are forged. Ambiente attracts your target groups with its mix of commercial office supplies, writing instruments, office furnishings and equipment – as well as current themes such as New Work, working from home and lifestyle trends. Use the opportunity to address specialist buyers with your product suggestions.

Showcase your offer to a global trade audience. At Ambiente, you benefit from numerous synergies within the Working area – including between the Office and Remanexpo (remanufactured printer consumables) product groups and the Future of Work area (concept-based solutions). However, there are also additional synergies with other areas of the fair. Working, for instance, has overlaps with Living in the areas of furnishings and fittings, which strengthen commercial B2B business. There are congruences with Giving, where, for example, stationery and greeting cards are presented. Plus, the major Christmasworld and Creativeworld trade fairs are held at the same time as Ambiente and increase supply and demand.

The industry meets up at the Future of Work Academy to attend talks by renowned international experts. The Remanexpo Academy provides information on technical developments in remanufactured printer consumables. Ambiente – the world's largest consumer goods fair – not only promotes business but also offers knowledge and opens up perspectives. It is the global meeting place for the segment.

### PRODUCT GROUPS.

#### OFFICE

- ▶ Commercial office supplies
- ▶ Office equipment and technology
- ▶ Organising and filing
- ▶ Office paper
- ▶ Mailing, gluing and stamping
- ▶ Writing utensils
- ▶ Covering and bookbinding materials
- ▶ Office furnishings

#### REMANEXPO

- ▶ Printer consumables, recycling, environment and disposal

### TARGET BUYERS.

- ▶ Purchasing decision makers from the wholesale, retail and import/export segments of the stationery and office supplies sectors as well as from other industries, including food trade, drugstores, hypermarkets, mail order companies, online retailers and furnishing stores
- ▶ Functional wholesalers, drop shipping companies and representatives of large trading organisations
- ▶ High-volume commercial buyers from industrial companies, service providers and public bodies
- ▶ Facility managers and project planners

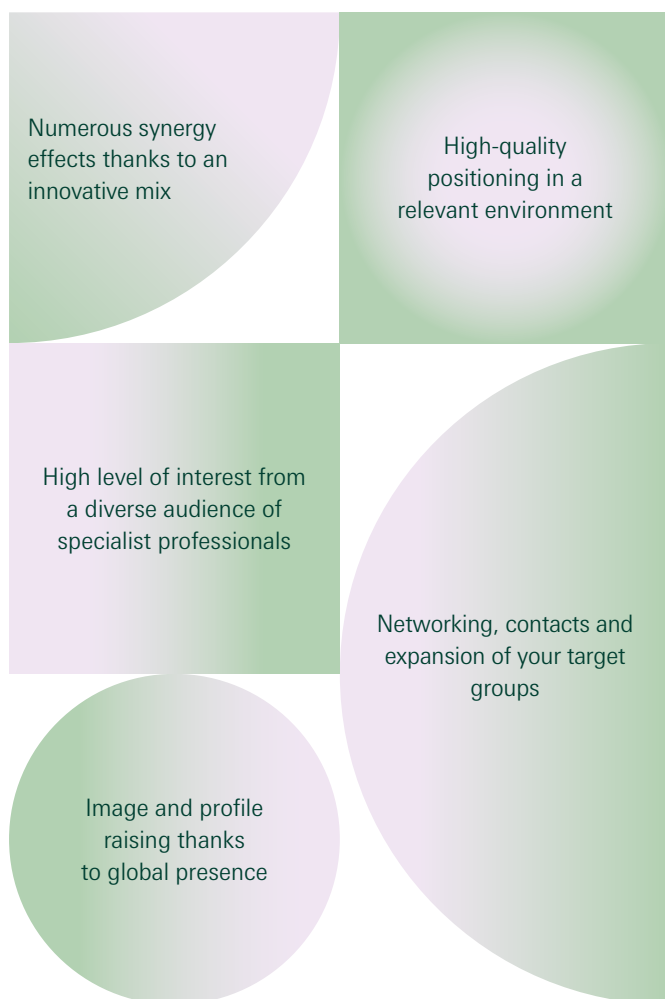
# YOUR BENEFITS

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## Working has a lot of potential.



## Let's go.

Seize your opportunities – as an exhibitor in the Working area at Ambiente 2024.

### YOUR CONTACT PERSON

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Register for a non-binding location proposal at

[ambiente.messefrankfurt.com/  
exhibitor](https://ambiente.messefrankfurt.com/exhibitor)