

SERVING UP OPPORTUNITIES

ambiente



26.–30. 1. 2024
FRANKFURT / MAIN

Your HoReCa offer in the Dining area.

A segment with a great future: Following the outstanding success at Ambiente 2023, HoReCa continues to be a strong area of focus in the Dining area – the international number one event for table, kitchen and household products. Welcome your visitors to the global platform for hotels, restaurants and catering. Here you'll meet all major industry buyers keen to place orders for everything HoReCa-related – from front-of-house to out-of-house. In 2024, one hall level will again be dedicated to this growing segment. HoReCa suppliers can be found via the online exhibitor search, which is structured according to topics, as well as the corresponding labels on their exhibition stands.

At Ambiente, trade visitors have the unique opportunity to order both professional products from the HoReCa collections as well as goods from the entire range of Dining exhibitors. They also benefit from the global spectrum offered by the Living, Giving and Working areas – and the opportunity to supplement their product range with suitable furnishing ideas, for instance for the contract sector. As a HoReCa exhibitor, you profit enormously from the synergies within the Dining area and the entire event, and between the Christmasworld and Creativeworld fairs, which take place at the same time. Nowhere else serves up such an array of promising touchpoints.

At this global HoReCa hotspot you're right at the centre of the action – with live product experiences, order placements and contact opportunities. The HoReCa Academy offers a programme of lectures by top industry experts on current developments with valuable insights, innovative concepts and examples of best practice.

PRODUCT GROUPS.

- ▶ Buffet, presentation and food dispensing
- ▶ Chafing and transport
- ▶ Tabletop
- ▶ Café and Bar
- ▶ Ovenware
- ▶ Disposable and reusable tableware
- ▶ Kitchen and kitchen gadgets
- ▶ Menu, chalkboards and display
- ▶ Kitchen and electrical built-in appliances
- ▶ Pre-cooking and cooking preparation
- ▶ Kitchen equipment
- ▶ Restaurant equipment

TARGET BUYERS.

- ▶ Professional HoReCa buyers
- ▶ Distributors for hotel and restaurant supplies
- ▶ Buyers for hotel chains
- ▶ Contract business buyers
- ▶ Office furnishing suppliers
- ▶ Commercial buyers
- ▶ All types of wholesale trading organisation

HORECA ACADEMY.

- ▶ Daily lectures by international industry experts
- ▶ HoReCa guided tours
- ▶ Discussions and networking

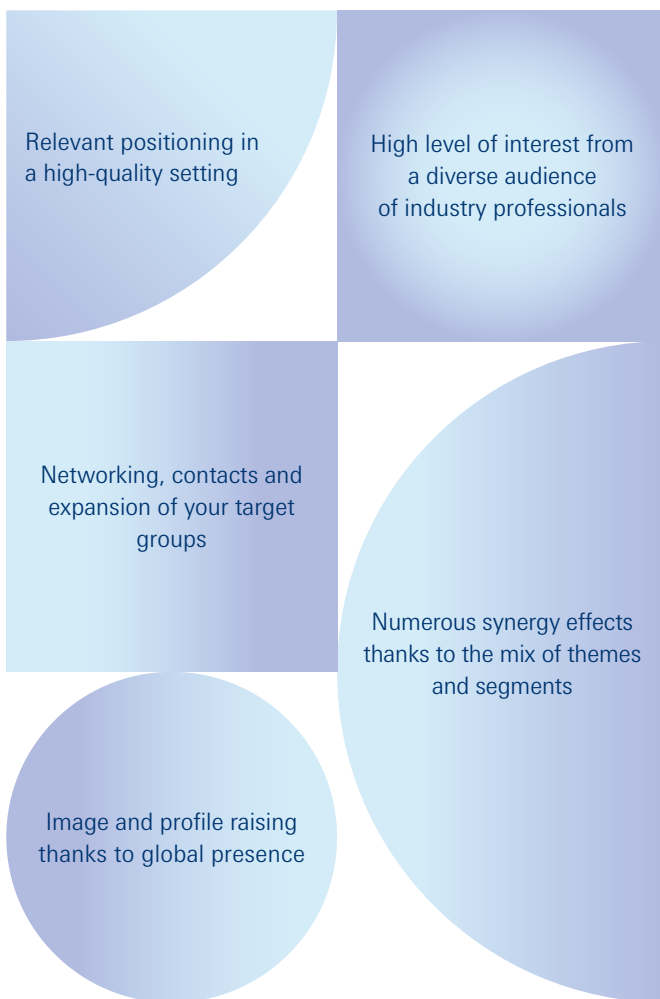
YOUR BENEFITS

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HoReCa has a lot of potential.



Let's go.

Seize your opportunities – as an exhibitor in the HoReCa 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)