

## ambiente

### Focus on South America

**Frankfurt am Main, 11 September 2024. In the spirit of international networking through personal encounters, Ambiente signed a cooperation agreement with Azul Play on 10 September 2024. The aim is to work with one of the best-known B2B trade fair organisers in Latin America to welcome even more trade buyers from South America to Ambiente in Frankfurt, where they can stock up on the latest lifestyle products.**



Philipp Ferger and Julia Uherek (from left to right), Vice Presidents Consumer Goods Fairs Messe Frankfurt, Carlos Clur, President, and Mariano Botindari, CFO Grupo Eletrolar, are looking forward to a good working relationship. Photo: Messe Frankfurt/Petra Welzel

As a global hub for modern lifestyles, Ambiente reflects the key international style trends in the consumer goods sector. In order to give South American visitors from a wide range of trade sectors better access to the wealth of business opportunities, Ambiente has signed an agreement with Azul Play. With its Eletrolar News Magazine, Azul Play is the perfect partner to promote Ambiente in this region. 'We are always looking for opportunities to network internationally, to offer our exhibitors and visitors additional added value and look forward to working together in this exciting market,' says Philipp Ferger, Vice President Consumer Goods Fairs Messe Frankfurt.

For 15 years, Azul Play has organised the Eletrolar Show, Brazil's largest trade fair for consumer electronics, home appliances, mobile devices, furniture, housewares and IT. The company is also responsible for the Smartphone Congress, Eletrolar Congress & Expo WTC, the Artificial Intelligence Summit for Retail, Latin American Electronics, Latin American Housewares, Electronics Home Argentina, Electronics Home & Mobile Miami and Latin American Housewares Miami.

**Next trade fair dates:**

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

Ambiente/Christmasworld: 07 to 11 February 2025

NEW: Creativeworld: 07 to 10 February 2025

**Note for journalists:**

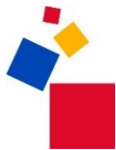
Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

**Press releases & images:** [ambiente.messefrankfurt.com/press](https://www.ambiente.messefrankfurt.com/press)

**On social media:**

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**Hashtags:** #ambiente25 #ambientefair

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