

At the same time, Ambiente exhibitors benefit from significantly increased international visibility: products featured in the curated trend presentations reach additional target groups in key growth markets through Conzoom Circle events. This creates new touchpoints with buyers and multipliers worldwide – and thus additional opportunities for business development and sustainable growth.

“By rolling out the Ambiente Trends 26+ internationally, we are leveraging the strength of our global Conzoom Circle network. In doing so, we are extending the international impact of our leading trade fair into key growth markets and making trends, innovations and exhibitor products accessible worldwide once again,” says Julia Uherek, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH. “Direct feedback from international markets provides us with valuable input for the further development of our formats.”

Next trade fair dates

Ambiente, Christmasworld and Creativeworld will take place at the Frankfurt exhibition grounds at the end of January 2027. Once again, the Compass Talks will kick things off on the preceding day, 28 January 2027.

Ambiente/Christmasworld: 29 January to 2 February 2027
Creativeworld: 29 January to 1 February 2027

Note for journalists:

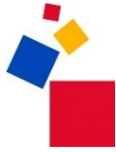
For daily news updates, expert insights and retail inspiration, please visit [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt connects the most important international platforms for the global consumer goods and retail sector, bundling industry knowledge and expertise online.

Press releases & Images: ambiente.messefrankfurt.com/press

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Background information on Messe Frankfurt:

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt:

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Background information on Conzoom Circle:

conzoom-circle.messefrankfurt.com/information