

news +++ Ambiente/Christmasworld/Creativeworld
29 January to 1/2 February 2027

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Why AI recommends your competitors – but not you

Frankfurt am Main, October 2026. Artificial intelligence is changing how people search for products – and, with it, how purchasing decisions are made. But why do some companies appear in recommendations from ChatGPT, Gemini and other AI tools while others do not? This is exactly where the next online event hosted by Messe Frankfurt's consumer goods fairs comes in. On 28 October 2026 from 10 a.m. to 11 a.m. CET, GEO expert Maurice Marinelli will use practical examples to show how companies can improve their visibility in AI-generated answers.

AI is increasingly becoming a gatekeeper between companies and their customers. Alongside traditional search engine optimisation, this makes another question increasingly important: how can brands and products become visible in generative AI systems?

Maurice Marinelli is the founder and Managing Director of SEO agency *findling*. He brings experience from more than 250 GEO projects for well-known brands including Panasonic, Kellogg's and Lidl directly to the online event. Using practical examples, he will explain why some companies appear in AI-generated answers while others are barely mentioned – and derive 3+1 practical takeaways for greater AI visibility.

The free online event, held in cooperation with This is Marketing, will take place on 28 October 2026 from 10 a.m. to 11 a.m. CET in German and English.

Registration is available here: [AI Visibility: How to Get Your Business Recommended](#)

The poster features a background with overlapping geometric shapes in shades of green, pink, and orange. At the top, the logos for 'ambiente', 'christmasworld', and 'creativeworld' are displayed. On the left, there is a portrait of Maurice Marinelli. The main title 'ONLINE EVENT WHY AI RECOMMENDS YOUR COMPETITORS – BUT NOT YOU' is written in large, bold, white capital letters. Below the title, it says 'In cooperation with THIS IS MARKETING'. At the bottom left, Maurice Marinelli's name and title are listed. At the bottom right, the date and time are specified.

ambiente christmasworld creativeworld

**ONLINE EVENT
WHY AI RECOMMENDS
YOUR COMPETITORS –
BUT NOT YOU**

In cooperation with
**THIS IS
MARKETING**

Maurice Marinelli
CEO and Founder,
findling GmbH

28.10.2026
10.00 to 11.00 a.m. CET

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:

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On social media:

www.facebook.com/ambientefair | www.instagram.com/ambientefair |
www.linkedin.com/company/ambientefair

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Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Background information on Conzoom Circle

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