

HOME OF  
CONSUMER GOODS

**ambiente**

the show

**3.–7. 2. 2023**

**FRANKFURT / MAIN**



**Moving  
the  
future**

messe frankfurt

# The future, now. Ambiente 2023.

There's only one place that showcases the entire, diverse consumer goods market. Forward-looking developments and possibilities emerge in Frankfurt. Ambiente is the industry's most important trade fair worldwide. It opens up a whole range of perspectives for design, trends and future themes. The fair is broadening its offering with new focal points, highlights and events. For an overview of all the sectors, look no further than Dining, Living, Giving and the new Working area. It attracts visitors from all your target groups, without exception – from specialist retailers to high-volume buyers to project planners. It is a magnet and the number-one consumer goods business platform – both live and through its digital features. In 2023, Ambiente will be held simultaneously with Christmasworld and Creativeworld for the first time: Home of Consumer Goods. Be there and you'll be focusing on your next successes.

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# Dining

The greatest global meeting place for table, kitchen and household.

You can reach all key decision makers. On this major international platform, buyers from all types of trading organisation compare notes about all things retail. They discuss innovations and artisanal products, large-volume ordering and OEM items. New product groups like Cook & Cut or Kitchen, Accessories & Baking help you anticipate the latest developments. The Table segment sets the standards for the latest, on-trend collections. Specialist Hotel, Restaurant and Catering trade visitors will be impressed by the larger, dedicated space.

# Living

Interior design, furnishings and decoration reach new levels.

From classics to modern, and even avant-garde: the Living area shows a keen public the latest items in all styles. Mid and high-range brands in particular are concentrated here. Complete concepts for home lifestyle and Contract Business set the stage for furniture, lights, lifestyle and design accessories – with home fragrance, wall decorations and pictures in supporting roles.

# Giving

Even more variety in gifts and personal accessories.

Buyers from many different types and varieties of trading organisation come here to seek new impetus and benefit from the many synergies. From designer and trendy gifts to decorative, artisanal items, from souvenirs and fast-moving items to personal accessories and jewellery, the Giving area is full of creativity. In 2023, the breadth of stationery and school supplies will be significantly expanded for even greater choice.

# Working

A new perspective on home, office and in between.

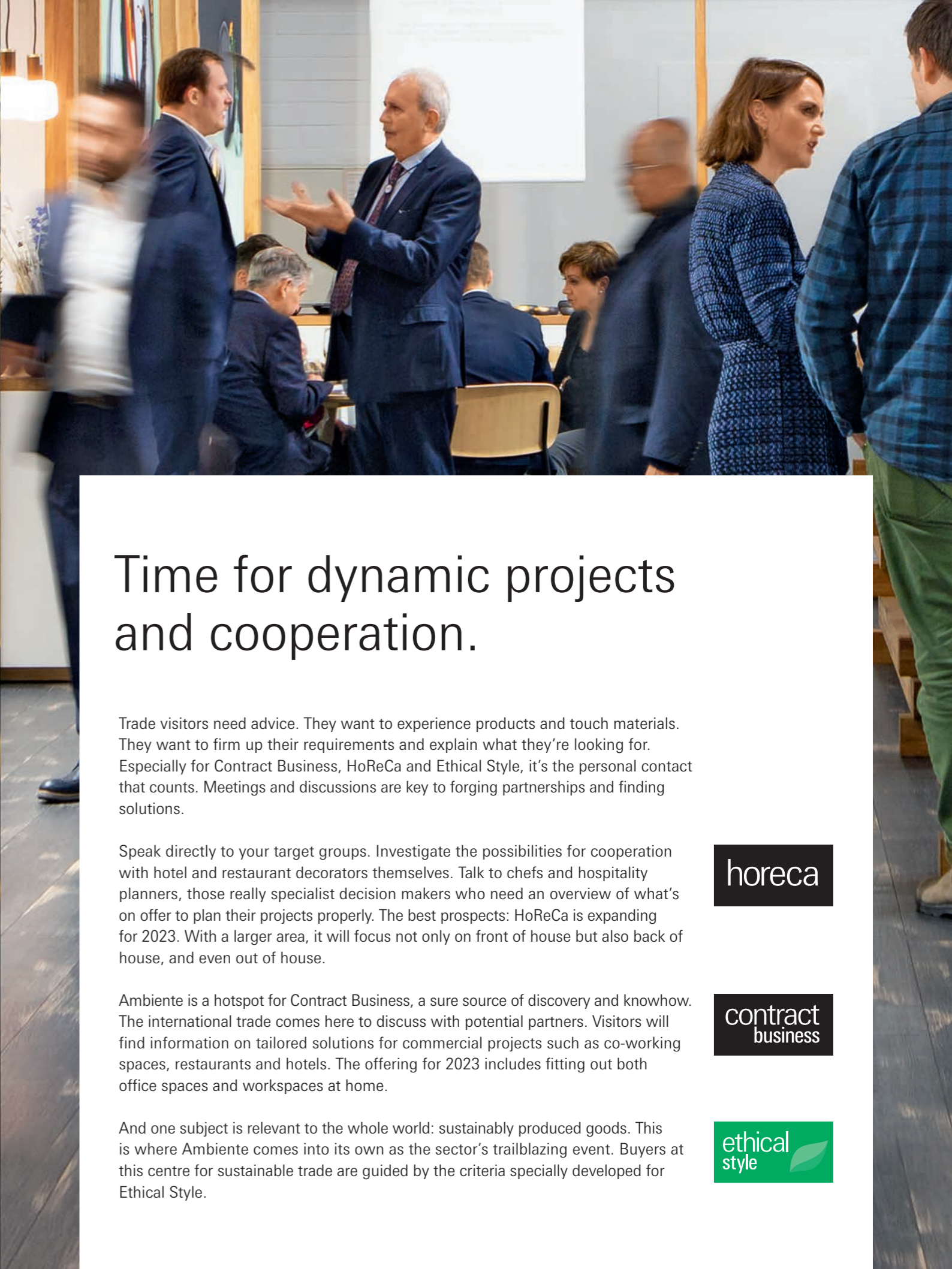


For 2023, Ambiente is taking a fresh look at our new lifestyles and the synergies we can achieve here. The new Working area focuses on all things to furnish and equip the office and work from home. It is the perfect complement to the three existing areas in view of the now-fluid boundaries between work and home. Working is a go-to area for interior designers and architects, facilities managers and commercial buyers. The offer is constantly being refined and developed – from interiors to office supplies. To round off this themed experience, there will be a series of talks from well-known experts. Where Living, Giving, Contract Business and HoReCa combine, future success takes root.



## The growth in high-volume business.

Across a total of five halls, an impressive spectrum of large-volume ordering is available, with items ranging from industrial to artisanal production. Exhibitors present products from all sectors, around the world. There's also big demand for Contract Business and HoReCa items, as well as sustainably produced goods. What an opportunity for exhibitors! The largest platform for high-volume business outside China has grown for 2023. Global Sourcing supplies a significantly wider range of products and offers additional business formats: this can open up further markets and sales channels.



## Time for dynamic projects and cooperation.


Trade visitors need advice. They want to experience products and touch materials. They want to firm up their requirements and explain what they're looking for. Especially for Contract Business, HoReCa and Ethical Style, it's the personal contact that counts. Meetings and discussions are key to forging partnerships and finding solutions.

Speak directly to your target groups. Investigate the possibilities for cooperation with hotel and restaurant decorators themselves. Talk to chefs and hospitality planners, those really specialist decision makers who need an overview of what's on offer to plan their projects properly. The best prospects: HoReCa is expanding for 2023. With a larger area, it will focus not only on front of house but also back of house, and even out of house.

Ambiente is a hotspot for Contract Business, a sure source of discovery and knowhow. The international trade comes here to discuss with potential partners. Visitors will find information on tailored solutions for commercial projects such as co-working spaces, restaurants and hotels. The offering for 2023 includes fitting out both office spaces and workspaces at home.

And one subject is relevant to the whole world: sustainably produced goods. This is where Ambiente comes into its own as the sector's trailblazing event. Buyers at this centre for sustainable trade are guided by the criteria specially developed for Ethical Style.





## Inspiration is part of the programme.

The future is taking shape. Ambiente is unique because of its wide-ranging programme. Where else could you gain such great insight into the market, or such stimulating and varied professional encounters?

Trends 23+ by stilbüro bora.herke.palmisano provides trade visitors with a framework to guide them through the various ranges presented there. The Talents 2023 special presentation introduces them to up-and-coming designers.

Future of Work showcases innovative solutions for tomorrow's working world – these are needed urgently and globally. The Future of Work Talks and Sustainable Office Day supply answers to the questions: How will we work? What does sustainable office management mean, and how might it look? Experts at the HoReCa Academy will discuss their experiences, transitions and opportunities. Ambiente Academy provides a wealth of expertise on changes in retail.

# SUSTAINABILITY DESIGN NEW WORK LIFESTYLE DIGITAL EXPANSION OF TRADE

There are overarching themes affecting all players on the market. Ambiente looks at all these major subjects. It weaves together various threads, illustrates ideas and shows the way forward. This is where theory becomes practice.

Whether the visitor is a project planner, interior decorator or buying for the trade: increasingly they will insist on sustainable manufacture and social responsibility. This is a global megatrend that is often accompanied by legal requirements.

Then there's the world of work, now so different for every individual – and more stylish than ever. New Work shows how requirements have changed, not only in the conventional office, but also when working from home or in a co-working space. The best rooms and outfitting are flexible, functional, have perfect IT and provide a tasteful atmosphere of wellbeing.

Digital Expansion of Trade describes how digital transformation has triumphed, urged onwards by the pandemic, and continues apace. The sector now stays connected all year round, and orders can be made at any time. How does this happen exactly, and what does it feel like? We'll also be looking at that in Frankfurt.

# Home of Consumer Goods. One time. One place.

The world of consumer goods is changing. The industry faces major shared challenges. The market is global. Lifestyles and trends are making their mark internationally. A new format is now needed that connects market players more strongly and drives trade. The solution: **Home of Consumer Goods**. From 2023, the **Ambiente, Christmasworld** and **Creativeworld** trade fairs will concurrently showcase an unrivalled range of consumer goods in Frankfurt at one of the world's largest and most modern exhibition centres. This will introduce new perspectives and unimagined opportunities, with numerous synergies, new product groups and a revamped hall layout.

**Home of Consumer Goods** – a unique, pioneering concept that makes the networks around the consumer goods market fit for the future. This is the new platform for communication within the market, for exploring requirements and prospects and for sharing knowledge and visions.

## Strengths that count.

### The new now

Messe Frankfurt is redefining the industry's radius of action and gives a globally unique market overview – onsite and online: **Home of Consumer Goods**.

### One time, one place

The successful Ambiente, Christmasworld and Creativeworld fairs will be expanded and their concepts further developed.

### High potential

The Global Sourcing area is gaining importance – and is becoming increasingly relevant as the most important platform for this segment outside China.

### To the max

The strengthening of core segments of the consumer goods market and the opening up future fields of activity create the largest global combination of synergies for all players.

### Sustainability in all areas

Living the values of sustainability through conserving resources and increasing efficiency across all participants.

### Face to face

The unparalleled concentration at a single venue makes the **Home of Consumer Goods** a key interface for all forms of trading organisations, as well as for HoReCa, Contract Business und Concept Decoration.



## Digital Features – 365 days a year.

Exhibitors at all three trade fairs will benefit from a wealth of digital features. You can expand your digital presence and increase your opportunities to make contacts and interact. By including a comprehensive company profile in the online exhibitor search, you will always be well prepared for effective matchmaking. Win over new customers with virtual meetings, product presentations and lead generation. You can use the convenient Nexttrade order platform, and keep up to date with Conzoom Solutions, which provides support every day of the year, with tailored tips and information for retailers.



### DIGITAL EXTENSION

Exhibitor and product presentation | Networking | Live streaming | 1-to-1 video calls | and more

January 2023

February 2023

### ONLINE EXHIBITOR SEARCH

All exhibitors with contact details and presentations

### NEXTRADE

Digital order platform for the home & living sector

### CONZOOM SOLUTIONS

Practically oriented online platform for the retail sector

### SOCIAL MEDIA

Facebook, Twitter, Instagram, Youtube, LinkedIn

### AMBIENTE BLOG

Information, inspiration, trends and styles

365 days a year

#ambiente23



# The best launch pad for your business success.

Your presence at Ambiente 2023 lets you share in the pulling power, expertise and vision embodied in this world-leading consumer goods trade fair. You can be there when the sector meets in Frankfurt to set its new direction. You can network. You can grasp opportunities.

Register for a non-binding location proposal at

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

## Prices 2023

### Stand rental prices

1 side open	€273.00/sqm*
2 sides open	€326.00/sqm*
3 sides open	€338.00/sqm*
4 sides open	€341.00/sqm*

### Media package (compulsory)

Entry in all trade fair information media. €985.00\*\*

\*Plus environmental levy of € 3.90/sqm, AUMA (German Trade Fair Industry Association) charge of € 0.60/sqm and VAT. \*\*Plus VAT.

Do you have any questions?  
Please contact our Ambiente teams  
if you'd like advice or support:

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Is there anything you need? Please contact the Messe Frankfurt service teams if you'd like assistance with your stand construction – from preparation to planning and implementation. For more information, visit [ambiente.messefrankfurt.com/services](https://ambiente.messefrankfurt.com/services)

# Communications that actively appeal to your target groups.

The best preparations: As an exhibitor, you will benefit from digital and print media that speak directly to your business partners. You can use the admission vouchers to invite both existing and potential customers to come along. Ambiente also actively advertises across all channels, worldwide. We work intensively with the relevant trade publications to target all our intended audiences. Our newsletters and other social media communications provide information and inspiration all year round.

Subscribers on Facebook

 **439,483**

Fans on Instagram

 **83,553**

Followers on Twitter

 **21,614**

**30,680**

subscribers receive insights into consumer goods, trends and design at [ambiente-blog.com](https://ambiente-blog.com)

Multi-stage direct mailings and newsletters to around **2,860,000** contacts in **39** regions worldwide.

More than **500** newsletter activities, collaborations and banner ads.

Press activities for around **2,500** accredited journalists in **150** countries.

Global advertising campaign in about **400** image and trade magazines.

PR campaign in the international daily, trade and business press.