

## ambiente

### Equipped for the future: New area at Ambiente

Frankfurt am Main, 02.03.2022. **Ambiente offers a comprehensive overview of the global range of consumer goods from February 3 to 7, 2023. It is not only the number one trade fair for tableware, kitchenware, and housewares, but in the Living section all styles relating to the home, furnishing and decorating can be experienced. Gifts and personal accessories in all their facets will be on show in the Giving section, which will now also feature high-quality stationery and articles relating to school supplies. The new Working section is dedicated to the topic of tomorrow's working environments, focusing even more intensively than before on relevant solutions.**

**Interviewpartner:** Yvonne Engelmann, Director Living, Giving, Working



Yvonne Engelmann, Director Ambiente Living, Giving, Working

#### 1. How did the decision to create the new Ambiente Working section come about?

**Yvonne Engelmann:**

For some time now – and not just since the pandemic – we have been seeing how the consumer goods market is changing. As an organizer of leading international trade shows, we offer the markets the global platform they need. That's why we are always actively addressing changes in the market, creating offerings for new target groups and thus offering all participants real added value through new business impulses, synergies and inspiration. In this way, we support and accompany the industry in its further development. An important component of this is the new Working section, which, alongside Dining, Living and Giving, complements the Ambiente range of products and services for the

various lifestyles. Within the framework of the new area, Ambiente is thus expanding the range of products on offer and the demand for them.

## **2. Why is Ambiente the perfect home for the stationery industry?**

### **Yvonne Engelmann:**

Ambiente creates new impulses for the stationery sector - from contract business to the megatrend of sustainability and the perennial favorite of design & lifestyle to target groups in the hotel and catering industry. Exhibitors from the stationery and office supplies sectors have already enjoyed exhibiting at Ambiente in the past. This is because they meet extended target groups there, such as concept stores, design studios or upscale gift boutiques, which they do not find at their own industry trade fairs. At the same time, Ambiente also offers these exhibitors the classic gift trade, from department stores to discounters, and thus a very broad range of products.

Ambiente Working as a new living world arranges completely new possibilities of the product and concept presentation. At the same time, exhibitors are given completely different development opportunities through synergies with various Ambiente theme areas. This gives both exhibitors and visitors the opportunity to tap into new and expanded target groups and to bundle consistent synergies in one place.

## **3. What exactly does Ambiente Working encompass? Who should exhibit here, what is there to discover?**

### **Yvonne Engelmann:**

The new Working area initially covers office supplies including re-manufactured printer consumables, office equipment and furnishings, and conferencing and moderation. One of the focal points is the Future of Work topic with the areas of Office & Home concepts and Office equipment. This content is supplemented by Future Office Talks in the Academy. The Working section is thus the ideal strategic and conceptual extension to Living, Giving and Dining. Social change is leading to a major shift in the stationery sector in terms of manufacturers' product portfolios or the changed sales channels and target groups that we can then serve better in the new context - including concept and merchandise presentations as well as top-class lecture series. Target groups for this area include architects, office fitters, office planners and facility managers.

## **4. Why is Ambiente the right platform for the working sector and office equipment?**

### **Yvonne Engelmann:**

Furnishing properties with product lines has always been a strategically important component of Ambiente. Both the Contract Business in the Living segment and the HoReCa Business for the Hospitality sector in the Dining segment. This segment is not only about furnishing commercial properties such as hotels, restaurants, co-working spaces or offices but also about furnishing our homes including offices at home. This has taken on a whole new social dimension in the last two years. Products for office equipment and desks have always been part of the lifestyle collections of Ambiente exhibitors. This means that there is exciting synergy potential here - for our exhibitors and visitors. That's why it's an important step to expand this area.

## **5. Stationery and school supplies complement the product mix of the Giving section at Ambiente. What do you expect from this?**

### **Yvonne Engelmann:**

Buyers looking for stationery, pads, calendars from the Stationery life and product worlds are in perfect hands in the Giving section of Ambiente. The theme of school is closely linked to the theme of giving and gifts. When I think of the first day of school and the niece's school cone, for example, there are always occasions to give something away in this area. In the retail trade, you can clearly see that these product ranges are being merged. Pencil cases and school supplies are often found alongside gift items and accessories. And so we bring it together here at Ambiente, too, offering synergies and overlapping buyer target groups. This makes this assortment an ideal complement to gift articles, through fast-moving consumer goods, souvenirs, decorative gifts, toys, stationery and office products to personal accessories and jewelry. This is an ideal addition to the Giving area and an impulse-bringing change of perspective on the product world around the subject of school, which brings new assortment connections and offers exhibitors an absolute new customer potential.

The next Ambiente will take place from February 3 to 7, 2023.

### **Note for journalists:**

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

### **Press information and photographic material:**

[www.ambiente.messefrankfurt.com/journalisten](http://www.ambiente.messefrankfurt.com/journalisten)

### **On social media:**

[www.facebook.com/ambientefair](https://www.facebook.com/ambientefair) | [www.twitter.com/ambiente](https://www.twitter.com/ambiente)  
[www.instagram.com/ambientefair](https://www.instagram.com/ambientefair) | [www.ambiente-blog.com](http://www.ambiente-blog.com)

**Hashtag:** [#ambiente23](#)

**Ihr Kontakt:**

Patricia Fritzsche

Tel.: +49 69 75 75-6087

Patricia.Fritzsche@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Leading international trade fair Ambiente**

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

**Home of Consumer Goods - the new one-stop store for the global order season**

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

**Nextrade – the digital marketplace**

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.nextrade.market)

### **Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021