

news +++ Christmasworld Ambiente
3 – 7 February 2023

ambiente christmasworld

Global Home of Sourcing: Sourcing expands with a diverse range on six hall levels

Frankfurt am Main, September 2022. In the sourcing area of Ambiente and Christmasworld, which takes place simultaneously for the first time, trade visitors will find a unique spectrum of international producers on the largest sourcing platform outside China. By having the two fairs in parallel, a global range of Ambiente Dining, Living, Giving and Working as well as Christmasworld will be bundled in Halls 10 and 11.1 - opening up additional, valuable contacts and a maximum degree of internationality for exhibitors.

For years now, importers as well as manufacturers have found reliable and strong partners in the sourcing area for volume business from industrially produced to handmade goods from all over the world - many of them produced under sustainable aspects. With their central location on the exhibition grounds and direct connection to each other, Halls 10 and 11 create short distances and a quick overview of current solutions in breadth and depth.

„By bundling the products of the two leading trade fairs, Ambiente and Christmasworld, which can be called up on one order date, we are creating valuable new synergies and unprecedented contact and business opportunities. It also provides us with international marketing and high visitor frequency. For buyers who have not previously sourced globally, this provides uncomplicated access to additional markets. As the largest sourcing platform available outside of China, Global Sourcing is ideal for systematically establishing contacts and concluding container deals with manufacturers“, says Philipp Ferger, Vice President Consumer Goods Fairs.



Shopping on the largest sourcing platform outside China.

Photo: Messe Frankfurt/Jean-Luc Valentin

The high degree of internationality is once again the USP (Unique Selling Point) of Ambiente and Christmasworld. Individual exhibitors or organisers as part of joint stands from India, Hong Kong, Taiwan, China and numerous countries from Latin America, Africa and Eastern Europe present their diverse ranges. For example, in addition to the countries already listed, Hall Level 10.4 has exhibitors from Bangladesh, Cambodia, Egypt, El Salvador, Ghana, Indonesia, Kenya, Myanmar, Pakistan, Palestine, Peru, Sri Lanka, Thailand, the Philippines and Vietnam. Furthermore, non-profit organisers are represented - including Centre for the Promotion of Imports from developing countries (CBI) or the World Fair Trade Organization (WFTO). The global market will finally meet again in the heart of Europe - in the centre of the global order season - from 3 to 7 February 2023, after a forced break of two years.

A globally unique offer in a new structure

Global Sourcing will cover six hall levels at the coming Ambiente: 10.1 to 10.4 and 11.1 for the Ambiente product groups and 10.0 for Christmasworld. In the latter, everything revolves around florists' requisites, seasonal decorations, Christmas products and lighting in the **Christmas & Seasonal Decoration** section.



Discover the variety of products at Global Sourcing Christmasworld in Hall 10.0

Photo: Messe Frankfurt/ Pietro Sutura

The Global Sourcing Living area **Giving & Stationery** in Hall 10.1 is all about gifts. The division is complemented by the new product group Global Sourcing **Working**: In addition to products on the subject of office supplies, equipment, furnishings and technology, exhibitors will also be showing presentation and organisational aids as well as mailing and consumables here.

At **Dining Table** in Hall 10.2, buyers will find everything to do with porcelain, ceramics, metalware and silver, as well as table decorations and accessories. On the same hall

level in the **Living Home Decoration & Outdoor** segment, exhibitors display hybrid collections of home and table accessories and outdoor products. The Living Hall **Home Select** in 10.3 presents a selection of exhibitors whose experience has established them in the global sourcing segment for years. The majority of companies shine with an individual stand design and an attractive product presentation that will inspire buyers to come up with new ideas for living concepts and home decoration. The Living Global Sourcing range is rounded off by the **Home Accessories & Crafts** section in Hall 10.4: Small furniture, home accessories and textiles from all over the world reflect the diversity of the global market in all its facets. Another focus of the hall level is the theme of sustainability and fair trade and Ambiente is once again proving to be the central international trading venue for sustainably produced consumer goods. Opposite Hall 10, trade visitors to the **Dining Kitchen & Houseware** segment in Hall 11.1 will find a wide range of cutlery, cookware, fryware, bakeware, and kitchenware, as well as cutlery and small electrical appliances.

From February 2023, Ambiente will be held at the Frankfurt exhibition center at the same time as the leading international consumer goods trade fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: February 3 to 7, 2023

Creativeworld: February 4 to 7, 2023

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

Press information & images:

<http://ambiente.messefrankfurt.com/press>

<http://christmasworld.messefrankfurt.com/press>

On social media:

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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.

Welcome Home

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.

nmedia.hub - The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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