

ambiente

Ambiente Working: Perfect synergies and attractive additional offers

Frankfurt am Main, August 2022. The new Ambiente Working section offers exhibitors attractive additional offers to present their future-oriented product innovations to visitors from 3 to 7 February 2023. Messe Frankfurt has put together tailor-made concepts for every target group and thus ideally integrates the Working section into the new world of consumer goods.

Ambiente Working expands the existing Living, Giving and Dining sections of the international consumer-goods fair, which thus covers all worlds of life. Home and Office are merging, New Work and lifestyle trends continue to grow together: New synergies and potentials are emerging, opening up exciting opportunities and sales potential through a changed view of the product worlds of the consumer-goods market. The Ambiente Working area reflects this development and creates attractive offers for both existing and new target groups.

Valuable new synergies in Hall 3.1

Part of Ambiente Working is 'Future of Work' in Hall 3.1, where the modern world of work is combined with the products of the Ambiente Living section, Interior Design and Contract Business. Together, they form a unique source of inspiration in the cross-over between home and office and create valuable points of contact with the hotel and contract business. The living concepts, furniture, lighting, home textiles as well as home and design accessories in the Living section are in direct proximity to the range for office furnishing and design as well as accessories for the workplace at home, in the office or for mobile working. For office furnishers and planners, (interior) architects, facility managers and office buyers, this synergy in Hall 3.1 opens up completely new possibilities for customer relations, creates international business contacts and ideas for the work of tomorrow.

"Future of Work" area presents modern working - today and in the future

The new Ambiente highlight is the 'Future of Work' special display in Hall 3.1, which includes concept presentations on the themes of office space, collaboration, and home office. There, curated products from exhibitors on the respective theme will be put together in a future-oriented setting and Modern Workspaces will be presented. These are complemented by the "Future of Work Academy", where everything also revolves around the questions of what modern working looks like today, what it will look like in the future and which rooms and equipment are needed for this. The "Future of Work" special presentation is designed by MTTR Architekten + Stadtplaner. Other partners are World Architects, Office Roxx, and bdia Bund Deutscher Innenarchitekten.

Directly adjoining "Future of Work" are contact lounges of 12 and 24 square metres of curated Future of Work participants, adapted and equipped to the special show in terms of design, as well as individual presentations by solution providers for office, co-working spaces and home office. Participation in Future of Work is curated and limited in number. There are still a few places available for interested exhibitors.

For architects, interior designers, furnishing and office planners as well as buyers and facility managers, guided tours of the area and to these participants and other exhibitors will be offered exclusively. A maximum of 20 companies can participate.

Promotional programme Next Working as a springboard for start-ups

Next to the "Future of Work" area is the "Next Working" promotional area. Here, young, creative start-ups present themselves to international buyers, office planners and interior designers with innovative, design-oriented solutions and products for office spaces, co-working spaces, collaboration and home offices. The uniformly designed nine-square-metre stands will be offered fully equipped. Start-ups can apply until the end of September and benefit from a subsidised price and a presence in an international design and office environment among top brands in the sector.

Further information at: ambiente.messefrankfurt.com/next

New home for Office in Hall 4.2 with ideal proximity to Ambiente Giving

In 2023, Hall 4.2 at Ambiente Working will be the new home of office supplies, equipment and technology. Companies such as Herma, HSM, and Novus Dahle have already secured a place there and will be presenting their new products in an international stationery environment. Also in Hall 4.2 is the special 'Office Heroes' area, where renowned German brand manufacturers present themselves in a uniformly designed area with a marketplace atmosphere.

The office segment is ideally complemented by the Ambiente Giving area Urban Gifts & Stationery, where visitors will find stationery, writing utensils, for example, from Caran d'ache, Kaweko, and Diplomat, greetings cards from AvanCarte and trend-oriented, decorative gift articles as well as bags and personal accessories.

With the structure of Ambiente Working, retailers benefit from an incomparable crossover of product groups, themes, segments and synergies. In future, specialist retailers for paper, office supplies, and stationery will find all the relevant suppliers for their assortment - whether classic office supplies and technology or stationery and trend-oriented gift articles in Hall 4.2.

Congress Center as platform for Remanexpo and Remanexpo Academy

The Remanexpo product area represents the market where reuse as well as distribution, new products, technologies and services are at home. Remanufactured printer products, toners and cartridges, services and consumables, OEM, remanufactured and new non-OEM products, printer software, 3D printing as well as new technologies will find their home at Ambiente Working in the Congress Center of Messe Frankfurt (CMF), right next to Hall 5. This placement offers the entire Remanexpo segment more space as well as the Remanexpo Academy suitable congress facilities for the daily expert lectures.

Further information for exhibitors and contact details at:
ambiente.messefrankfurt.com/exhibitors

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:

For more information, please visit: ambiente.messefrankfurt.com

Press information & images:

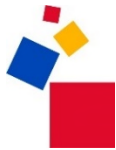
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Leading international trade fair Ambiente

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 unrivaled 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

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