

Ambiente 2021

90 per cent of the exhibition space already filled

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Foto: Ambiente/Messe Frankfurt

The coronavirus lockdown is an extraordinary situation for Germany and the whole world. This is what makes looking into the future so important: 90 percent of the exhibition space of Ambiente is already filled. From 19 to 23 February 2021, it will showcase all major themes of the entire consumer goods portfolio in its dining, living and giving areas.

“Due to the coronavirus pandemic, the entire consumer goods industry is facing a difficult year. But we already have an optimistic outlook for the future: at 90 per cent, Ambiente is already well filled at this stage. This once again shows that the world's largest consumer goods fair will again be a set date of industry's agenda for 2021. Especially after such a difficult time, trade needs new momentum to boost consumption. Moreover, the need for communication and face-to-face encounters is becoming increasingly apparent. Exhibitors and visitors will find all this at Ambiente,” says Nicolette Naumann, Vice President Ambiente.

Exhibitors and visitors at Ambiente 2020 benefited from great ordering conditions despite the impacts of the coronavirus on travel behaviour, which had started to take hold by this time. This shows that Ambiente

is the hotspot for the industry. Exhibitors and trade visitors can find high-calibre contacts, share views on current challenges after the coronavirus break, talk about market and design developments and discover trends and opportunities in all segments.

Renowned dining brands such as Alessi, APS, Christofle, Dibbern, Fackelmann, Keeper, Melitta, Paşabahçe, RAK, Robbe & Berking, Rosenthal, Steelite, Wenko, WMF, Zieher, Zwiesel and Zwilling are among the registrations. In addition, numerous leading names in the living and giving sector will also return to the next Ambiente 2021 – including Blomus, Bloomingville, Boltze, Broste Copenhagen, Dôme Deco, DPI, Duif International, Eichholtz, Ethnicraft, Gilde Handwerk, Giobagnara, Gries Deco with ipuro, Höfats, Hoff-Interieur, IB Laursen, Lind DNA, Lightmakers with Light & Living, Kare Design, Paperproducts Design, Philippi or Wolf.

HoReCa and Focus on Design

Ambiente 2020 provided fresh inspiration by enlarging its dining area to create a dedicated platform for the hotel, restaurant and catering sector (HoReCa). The new hall 6.0 was the perfect hub for national and international decision-makers in the hospitality segment. After its successful launch visitors can look forward to a dedicated HoReCa Hall 6.0 again in 2021 and leading international speakers in the HoReCa Academy. Virtually without exception, all exhibitors of hall 6.0 have already registered for Ambiente 2021.

The special Focus on Design presentation is a further highlight of Ambiente 2021. For the second time, the coming Ambiente will showcase extraordinary products from a select design nation or region.

The next Ambiente will take place from 19 to 23 February 2021.

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Links

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