

Press Release

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Ambiente 2020 impacted by coronavirus and Ciara

Erdmann Kilian
 Tel. +49 69 75 75 5871
 Erdmann.Kilian@messefrankfurt.com
 www.messefrankfurt.com
 www.ambiente.messefrankfurt.com

Trends, new products and international business – these are traditionally at the focus of Ambiente in Frankfurt, which took place from 7 to 11 February 2020. The world’s largest consumer goods trade fair had grown to 4,635 exhibitors¹ from 93 countries², covering 310,240 gross sqm³. Ambiente was the first leading trade fair to be affected by the impact of the coronavirus on travelling. Another clearly noticeable factor was Storm Ciara. Business in the halls, however, did not suffer as much as expected, and, in all, large numbers of orders were placed throughout the trends and new products platform. Nevertheless, exhibitors were disappointed with the strong sense of uncertainty among visitors and therefore the absence of quite a few retail channels. Yet those who did travel to Frankfurt benefited from an outstanding ordering environment.



Trends and business at Ambiente 2020

In total, around 108,000 buyers came to Ambiente from nearly 160 countries⁴, seeking inspiration and looking to procure products for their new collections. 62 per cent came from countries outside Germany. One major reason for the reduction in visitors’ numbers was the impact of the coronavirus. Many German and international retail companies, and indeed major ones, had banned their workforce from travelling. Also,

Messe Frankfurt Exhibition GmbH
 Ludwig-Erhard-Anlage 1
 60327 Frankfurt am Main
 Germany

¹ FKM-certified, 2019: 4,460 exhibitors

² FKM-certified, 2019: 92 countries

³ FKM-certified, 2019: 305,600 square metres (gross)

⁴ FKM-certified, 2019: 136,081 visitors from 167 countries

from Sunday onwards air and rail traffic were at times completely paralysed throughout Germany and Europe.

“If a trade fair is impacted by two such events, it really does face enormous challenges,” says Detlef Braun, Member of the Executive Board of Messe Frankfurt. “But our exhibitors assessed the situation correctly. And the trade visitors came to Frankfurt with a positive mindset and keen to place orders,” the experienced trade fair specialist adds. Satisfaction ratings among visitors continued to be at a robust level of 95 per cent. Due to the unusual situation, noticeable shifts could be observed among the top ten visitor nations. After Germany, they were Italy, France, the Netherlands, Spain, the UK, Turkey, the United States, Russia, Japan and China. This year growth could be observed in the numbers of visitors from Estonia, Japan, Jordan, Colombia, Romania and Turkey.

Thomas Grothkopp, Managing Director of the German Trade Association for Residential Accommodation and Offices (HWB), adds: “Ambiente has demonstrated yet again that there’s a need for the real world of products, brands and people as an environment for concluding mutually beneficial deals. Retailers made extensive use of the opportunities that are provided by Messe Frankfurt at Ambiente.”

Exhibitors' voices:

Dining

Dianne Doolaard, Trade & Shopper Marketeer for English & Crystal Living brands at Continental Europe Fiskars

“Seeing that this is the leading trade fair for tableware and interior design, it was of major importance for us to take part in this year’s Ambiente as a new exhibitor. We met a large number of relevant customers from the entire world and we leveraged Ambiente’s international reach to present four brands of the Fiskars Group, including our new Olío collection. We received highly positive responses to both our stand and our new products.”

Mayda Pérez, Executive Vice President of Front of the House

“Measuring the success of this trade fair, we can clearly give it 10 out of 10. We’re a new exhibitor, a US company founded in 2002 with a clear focus on HoReCa channels of distribution, and we produce and design all our products ourselves. Ambiente’s clear focus on front-of-house business has greatly helped us to have a successful trade fair, so that we can grow both smartly and sustainably. Our expectations of the new HoReCa hall were more than exceeded. It really was a magnificent show for us.”

Erwin Rupp, Sales Manager at Ritterwerk

“Ambiente is the leading trade fair for us – absolutely. We don’t go to any other trade fairs in Germany, and we consider Ambiente to have the first place among international trade fairs as well. It’s the best place for us to reach out to international customers. This year’s Ambiente was no exception. Despite the special situation this year, the quality of visitors remained the same.”

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Living

Stefan Rothenberger, Country Manager for the German-speaking countries at Normann Copenhagen

“It was really nice to be part of it all in Frankfurt again. We felt very well looked after at Ambiente 2020. We are particularly pleased that – despite the special circumstances of the storm and the coronavirus – we succeeded in reviving previous customer relationships and at the same time also managed to reach out to totally new customers.”

Mirko Micalef on behalf of Qeeboo, Managing Director of the sales agency for the German-speaking countries

“Qeeboo exhibited at Ambiente for the first time in 2020. The brand environment we found in Hall 8.0 was of a very high standard, And the trade fair brought us a sizeable international audience. We received large numbers of visitors, particularly from Israel, Mexico, the United States and of course from the whole of Europe. So we are really pleased.”

Giving

Alexander Selch, CEO of Reisenhel Accessoires GmbH & Co. KG

“Obviously, circumstances were very unusual. Still, what impressed me at Ambiente 2020 was the quality of the conversations we had, particularly with countless new prospects, as we were able to talk far more in depth. Ambiente 2020 has also been extremely valuable in the development of our international brand recognition. The international response was outstandingly good and we gained many new customers.”

Susanne Stahlschmidt, B2C Sales Director at Troika Germany GmbH

“We reached a large number of new international leads at Ambiente 2020. These also included exciting markets such as South America and Eastern Europe. One positive element I noticed was that we didn't just have excellent future-focused conversations, but that some of our new customers placed their orders there and then.”



Booming in Hall 6.0: HoReCa – a growth market

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HoReCa and contract business at Ambiente

Ambiente also showed itself to be forward-looking in expanding its Dining section, adding a separate platform for the hotel, restaurant and catering industry (HoReCa). In view of the globally growing market, Hall 6.0 – newly created in 2020 – provided a perfect port of call for national and international decision-makers in the hospitality segment, including hotel chains, restaurant owners, caterers, cruise lines and airlines. This is where exhibitors presented their latest collections, inviting visitors to gain up-to-date insights into front-of-house operations. In addition, top international speakers at the HoReCa Academy provided an in-depth outlook of relevant trends in the industry. The list of celebrities included Maham Anjum, Ido Garini, Adam D. Tihany, Jozef Youssef and Dr. Francesca Zampollo. The inclusion of the specialised HoReCa range in this largest consumer goods trade fair in the world also gave buyers a unique opportunity to order not only table and kitchenware, but also products from the latest lifestyle collections in the Giving and Living halls. In this context, visitors also responded well to the daily trend tours entitled HoReCa Meets Contract, where the HoReCa specialist Pierre Nierhaus highlighted a number of new trends and design concepts from selected front-of-house exhibitors in Dining and Living.

Sustainability at Ambiente

More future prospects could also be observed in the megatrend area of sustainability. This is a field where Ambiente plays a pioneering role for the industry. Once again, Ambiente's long-standing co-operative ventures with the World Fair Trade Organisation (WFTO) and MADE51, a project of the UN Refugee Agency (UNHCR), produced extremely well frequented presentations and informative events. This development was also reflected in the Ethical Style Guide, a curated directory that lists environmentally and socially responsible manufacturers exhibiting at Ambiente. The latest edition includes 314 companies from 49 countries – 27 per cent more than last year.

Focus on Design

Ambiente also provided fresh inspiration in the world of design, as the new special presentation Focus on Design put the spotlight on exceptional products from Brazil. Galleria 1 featured outstanding products from five design studios – Rodrigo Almeida, Bianca Barbato, Brunno Jahara, Sérgio J. Matos and Rain – giving detailed insights into today's creative scene in their country. As on previous occasions, large audiences were also attracted by both the special show Ambiente Trends and the German Design Award exhibition.

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

Note for journalists:

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

Press information and photographic material:

www.ambiente.messefrankfurt.com/journalisten

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On social media:

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Hashtag: #ambiente20

Ambiente – a leading international trade fair

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

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 revenue. 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

Nextrade – the digital marketplace

The new 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

Background information about Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. It employs a workforce of 2,600* at 30 sites and generates an annual revenue of around EUR 733* million. 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 revenues network, which extends throughout the world. Our comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. 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).

Further details from: www.messefrankfurt.de

* Provisional figures for 2019

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