

Ambiente 2025 with focus on the hospitality industry – Special Interest Hospitality for your business success



Dear xxx,

Ambiente is the global platform not only for the retail sector: as the largest and most international trade fair for consumer goods, it is also a strong partner of the global hospitality industry. This sector is becoming increasingly important worldwide. In future, you will benefit from the newly organised offer for the international hospitality industry in the Special Interest Hospitality. Today, we inform you about what this means for you.

The HoReCa Hall 11.0 will remain the central marketplace for professional suppliers of products for the hospitality industry. The newly designed Special Interest Hospitality also includes suppliers from other dining halls who offer product lines for the hospitality industry and exhibitors from the living sector, such as Interior Design in Hall 3.1 and Interiors & Decoration in Hall 3.0, who have proven expertise in furnishing and decorating properties in the hospitality sector. The programme for this sector will now also be completed by exhibitors from Office Design & Solutions at Ambiente Working in Hall 3.1.

Your advantage: even more international buyers and planners with a high level of expertise. Because at Ambiente they will find partners like you for a wide range of projects in one place at one time - a plus for all of us.

As an Ambiente exhibitor in the HoReCa segment, you are automatically included in the Special Interest Hospitality - with all the benefits such as a Special Interest label in the online exhibitor search and the inclusion in the printed Hospitality & Contract Business Guide, which will be available at the trade show during the event. Your participation is free of charge.

You may find more information at [Hospitality | Ambiente \(messefrankfurt.com\)](https://www.messefrankfurt.com/Hospitality)

Juliane Rück and Michelle Uhrig, your contacts for the Special Interest Hospitality, will be happy to answer any questions in this regard: Feel free to reach out to hospitality@messefrankfurt.com or +49 69 75 75-63 56 (Juliane Rück) resp. +49 69 75 75-51 20 (Michelle Uhrig).

With best regards from Frankfurt

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