

## ambiente

### New perspectives for success: Ambiente is enhancing its hospitality programme

**Frankfurt am Main, 19 November 2024. Ambiente 2025 is further expanding the growth area of hospitality and emphasising its design expertise with special presentations such as The Lounge. For the upcoming edition, the leading international trade fair for consumer goods is reorganising its offering for commercial bulk buyers in the hospitality industry and augmenting its portfolio under the special interest *Hospitality*. The fringe programme, with the Hospitality Academy, Hotelier Day and themed tours, is enhancing the range with inspiration and information.**

Ambiente is the quintessential go-to place for business success for hospitality professionals, real estate developers and furnishers: exhibitors from all relevant product segments present their product portfolio at Ambiente, from tableware, glassware and kitchenware to home accessories, interior design and office solutions. With the comprehensively reorganised Special Interest *Hospitality*, commercial buyers are pointed in the right direction to companies with expertise in equipping hotels and resorts, restaurants and caterers, cruise ships, lounges and other hospitality venues.

#### **Partner for the hospitality industry: who – with what – where**

In addition to the range for the gastronomy and hotel industry in Hall 11.0, previously known as HoReCa, and including BHS tabletop, Kar Porselen with the Bonna brand, RAK Porcelain, Steelite and Utopia Tableware, the Special Interest *Hospitality* also encompasses, as before, suppliers from other dining halls with their own product lines for the hospitality industry. These include, for example, De Buyer, Ilcar Di Bugatti, Ruffoni and Victorinox in Hall 8.0, Casalinghi and Ideas Denmark in Hall 9.0, alfi and Lifetime Brands in Hall 9.1, and simplehuman in Hall 9.3. In the Table and Table Select area in Halls 12.0 and 12.1, exhibitors such as Abert, Dibbern, Eternum, Grestel, La Rochère, Noritake and Porzellanfabriken Christian Seltmann will be represented with their ranges for the hospitality industry. From the Ambiente Living area, exhibitors in the interior design Hall 3.1, such as blomus, Christine Kröncke, Lambert and Scholtisek, will complement the range. For the first time, exhibitors from the Office Design & Solutions section at Ambiente Working in Hall 3.1 will top off the comprehensive portfolio for the hospitality industry. This goes from customising and individualising mass-produced items to high-quality production in large quantities. Visitors can choose between different qualities, with a focus on the high-end range. Trade visitors will meet competent business partners for projects of any size here.

In line with the *Hospitality* special interest, outfitters of properties outside the hospitality industry will find a comprehensive range of products under the special interest *Contract Business*. Exhibitors of both special interest programmes will be listed in a printed guide that will be available on site during the event. Additionally, they will also be easy to find with a corresponding label at the stand and in the [online list of exhibitors](#).

## Hotelier's Day: special offer for decision-makers in the hospitality industry

Ambiente will once again be putting the spotlight on the hospitality industry next year with a tailored programme for decision-makers in the hospitality sector, as this growth segment is expanding worldwide. With themed tours across the Ambiente Dining halls, a target group-specific lecture programme on [Hoteliers' Day](#) on 10 February and the special interests of *Hospitality* and *Contract Business*, the trade fair addresses professional hosts, purchasing decision-makers and project developers in the industry. The lectures cover topics such as sustainability, design and trends in the hotel industry and the emotionalisation of the guest experience. Curated special presentations for cleverly and beautifully designed kitchen tools, as well as an outlook onto the guest room of the future complement the range.

## Hospitality industry of the future: Hospitality Academy for a knowledge advantage

The focus of the [Hospitality Academy](#), formerly known as the HoReCa Academy, in the north foyer of Hall 11.0 is on current trends, concepts, best practices and practical tips from renowned experts – this is where professionals meet professionals. The focus is on answers to current questions and trends in the industry. In the lectures, trade visitors from the international hospitality industry will learn what is important for tomorrow's success in this dynamic segment.



Unusual perspectives guaranteed: Ambiente 2025 is expanding the growth area of hospitality and emphasising its design expertise with special presentations such as The Lounge. Image: © Messe Frankfurt / Petra Welzel.

### Next trade fair dates:

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are aligned.

Ambiente/Christmasworld:	07 to 11 February 2025
NEW: Creativeworld:	07 to 10 February 2025

### Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

### Press releases & images:

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