

Ambiente 2020 will have an international HoReCa Forum with its own hall level

Anne-Kathrin Salajka
 Tel. +49 69 75 75 6221
anne-kathrin.salajka@messefrankfurt.com
www.messefrankfurt.com
www.ambiente.messefrankfurt.com

From Ambiente 2020 onwards, the Dining area will have a dedicated hall level for exhibitors from the hotel, restaurant and catering segment (HoReCa). By giving this segment more space in Hall 6.0, the world's leading trade fair for consumer goods is underlining its position as an important international HoReCa trading platform for everything that matters in the hospitality industry.

Whether it's hoteliers, wholesalers or chefs, from 2020 trade visitors at Ambiente will benefit more than ever from the HoReCa line-up at the trade fair. Next year any exhibitors with an emphasis on front-of-house business will have a consolidated presence in Hall 6.0 and will therefore be immediately next to tableware products in Halls 4, 6.1 and 6.2. "The HoReCa area has been developing extremely successfully for several years now. By expanding our range, we are responding to ongoing growth and also to the needs of the industry, ensuring that, in the future, our visitors can focus even more specifically on fields of interest located at the intersection of hospitality and tableware," explains Nicolette Naumann, Vice President of Ambiente.



HoReCa products by Zieher at Ambiente

Hall 6 will be undergoing substantial renovations this year, so that, in the future, trade visitors will find all the essential product categories in a single place and in an ultra-modern environment. Such products will include buffet equipment, such as chafing dishes and dish warmers, tableware for the professional presentation of dishes at the table, and

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

also menu cards and boards. Right now more than 200 exhibitors in the Dining area are already showcasing not only product lines for end customers, but also specialised collections and product ranges for the HoReCa segment. From 2020 these and new businesses with a focus on this segment will be exhibiting in Hall 6.0. Some HoReCa exhibitors will continue to have a second stand in other Dining halls.

Exhibitors' comments on HoReCa at Ambiente

HoReCa exhibitors from 37 countries are currently presenting their innovative products at the most important international consumer goods exhibition. Many of them have valued Ambiente as an important global HoReCa trading platform for many years now.

Claude Peiffer, CEO, RAK Porcelain Europe:

“For us, Ambiente is an important central platform where we can meet our international customers once a year and discuss our joint projects. For our customers, the great benefit of Ambiente is that it showcases the trends of the future, so that when a buyer makes decisions, they are always in touch with the latest developments.”

Gerold B. Welz, Head of Marketing, Porzellanfabriken Christian Seltmann GmbH:

“The Tabletop area in the HoReCa segment has developed from the mere presentation of dishes to a thematically focused display. Seltmann Weiden has been devoted to this process from the very beginning and at last year's Ambiente put a major focus on trends in porcelain at the stand of our Hotel Division.”

Ambiente brings together industry players

As well as offering the new HoReCa Hall 6.0, Ambiente is providing professionals in this industry with a special complementary programme, comprising expert talks, networking evenings and other events. Buyers, manufacturers and planners will therefore have perfect opportunities to learn about innovations and new ideas, to share knowledge and to network with one another. In addition, there will be a special guide to facilitate navigation through the halls, listing the entire programme as well as all exhibitors with products for the HoReCa segment.

Further details of the HoReCa Forum 2020 are available from horeca@messefrankfurt.com.

Information for journalists:

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

Press information and photographic material:

www.ambiente.messefrankfurt.com/journalisten

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 8 to 12 February 2019

www.instagram.com/ambientefair | www.ambiente-blog.com

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 Ambiente make its unrivalled product range unique throughout the world. Ambiente 2018 featured 4,376 exhibitors and attracted 133,582 trade visitors from 168 countries, presenting classic and innovative products over five days. This most important global consumer goods exhibition offers a wide range of events, programmes for newcomers, trend presentations and award ceremonies, all at the same time.

Background information about Messe Frankfurt

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500* at 30 sites and generates an annual revenue of around EUR 715* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

Further details from: www.messefrankfurt.de

* Provisional key figures for 2018