

Stephan Kurzawski  
Senior Vice President  
Messe Frankfurt Exhibition GmbH  
Colombo, 6 September 2018





Messe Frankfurt | Press Conference  
Ambiente 2019 | September 2018

## Messe Frankfurt – one of the world's oldest trade fairs

- 1150** First mention of a trade fair in Frankfurt
- 1240** Fair privilege for the Autumn Fair granted by Emperor Frederick II
- 1330** Fair privilege for the Frankfurt Spring Fair granted by Emperor Ludwig IV
- 1585** Foundation of the Frankfurt Stock Exchange
- 1907** Foundation of Ausstellungs- und Festhallen-Gesellschaft mbH
- 1982** Messe Frankfurt GmbH
- Today...** A global player in the trade fair sector





## Messe Frankfurt 2017: a global player in the trade fair business

- Has a portfolio of leading events in the market
- Runs 146 trade fairs and exhibitions worldwide
- Shareholders: City of Frankfurt (60%), State of Hesse (40%)
- 30 global subsidiaries and 66 international sales partners, representing 188 countries
- Revenue: around EUR 669m
- Approx. 95,000 exhibitors and 4.4m visitors
- Floor space: 592,127 sqm
  - Available hall space: 366,637 sqm
  - Available outdoor space: 59,506 sqm



98 events in other  
countries

2.2m visitors

**53,000**

exhibitors

**146**

trade fairs and exhibitions  
worldwide

4.4m visitors

95,000 exhibitors

**270**

conventions, conferences and  
other events and activities both  
at the Frankfurt Exhibition Centre  
and throughout the world

**16**

German Pavilions

48 events in  
Germany

**2.2M** visitors

41,900 exhibitors

**Our highlights in 2017**

Figures are rounded

## Internationalism and globalisation: Hallmarks of Messe Frankfurt

- Large share of international exhibitors and visitors at home events at the Frankfurt Exhibition Centre
- Development of a brand strategy: By exporting Frankfurt's leading trade we created some international brands
- Since the 1920s: Development of international sales partners, current presence in 175 countries
- Since the 1990s: foundation of international subsidiaries to develop and consolidate our strategic position in growth regions







## Review: Ambiente 2018

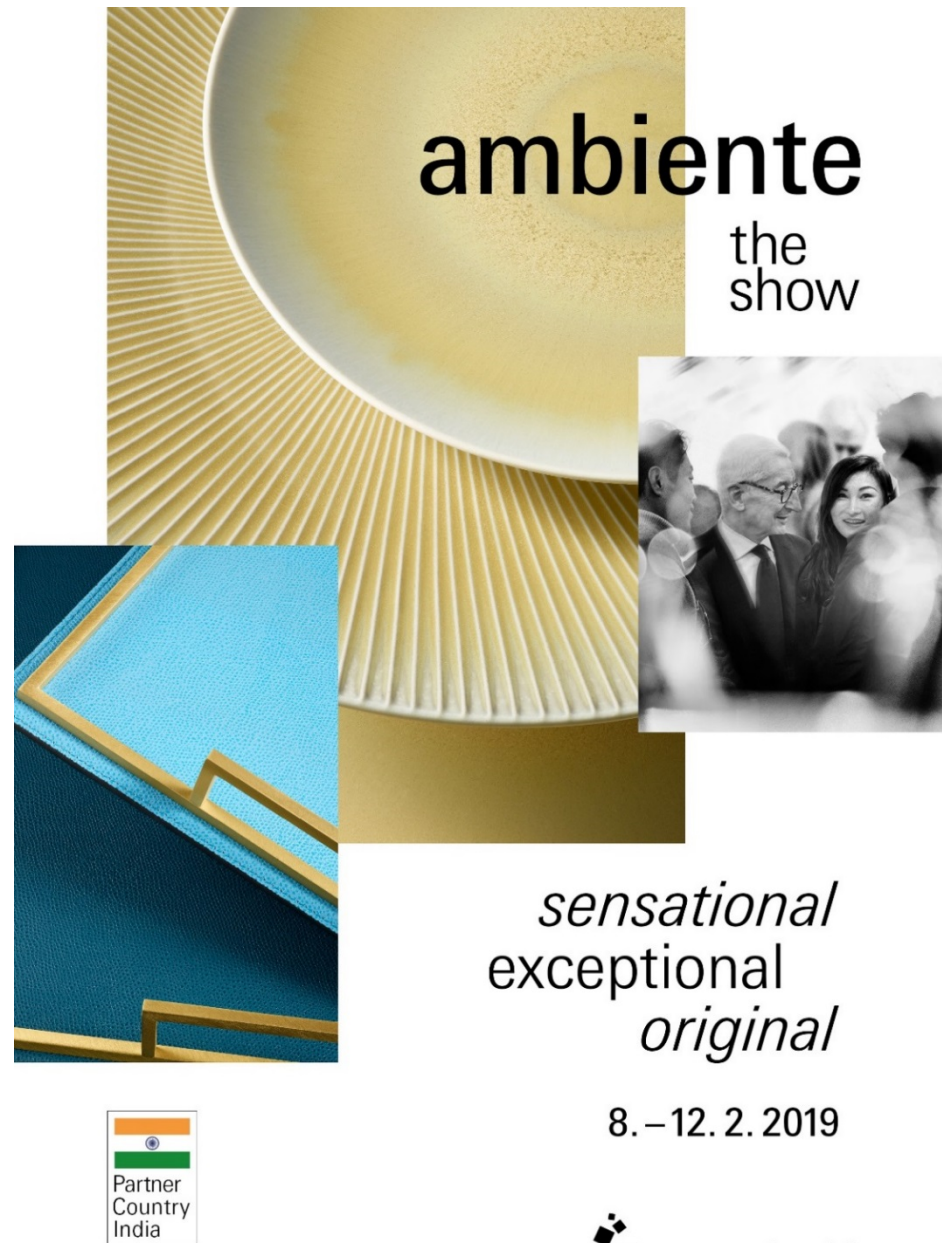
### Facts and figures:

4,376 exhibitors from 88 countries

133,582 visitors from 167 countries

308,000 sqm gross exhibition space

Top 10 visitor countries after Germany: Italy, China, France, United Kingdom, United States, Netherlands, Spain, Turkey, South Korea and Switzerland.







## Dining, Giving, Living: diversity at Ambiente

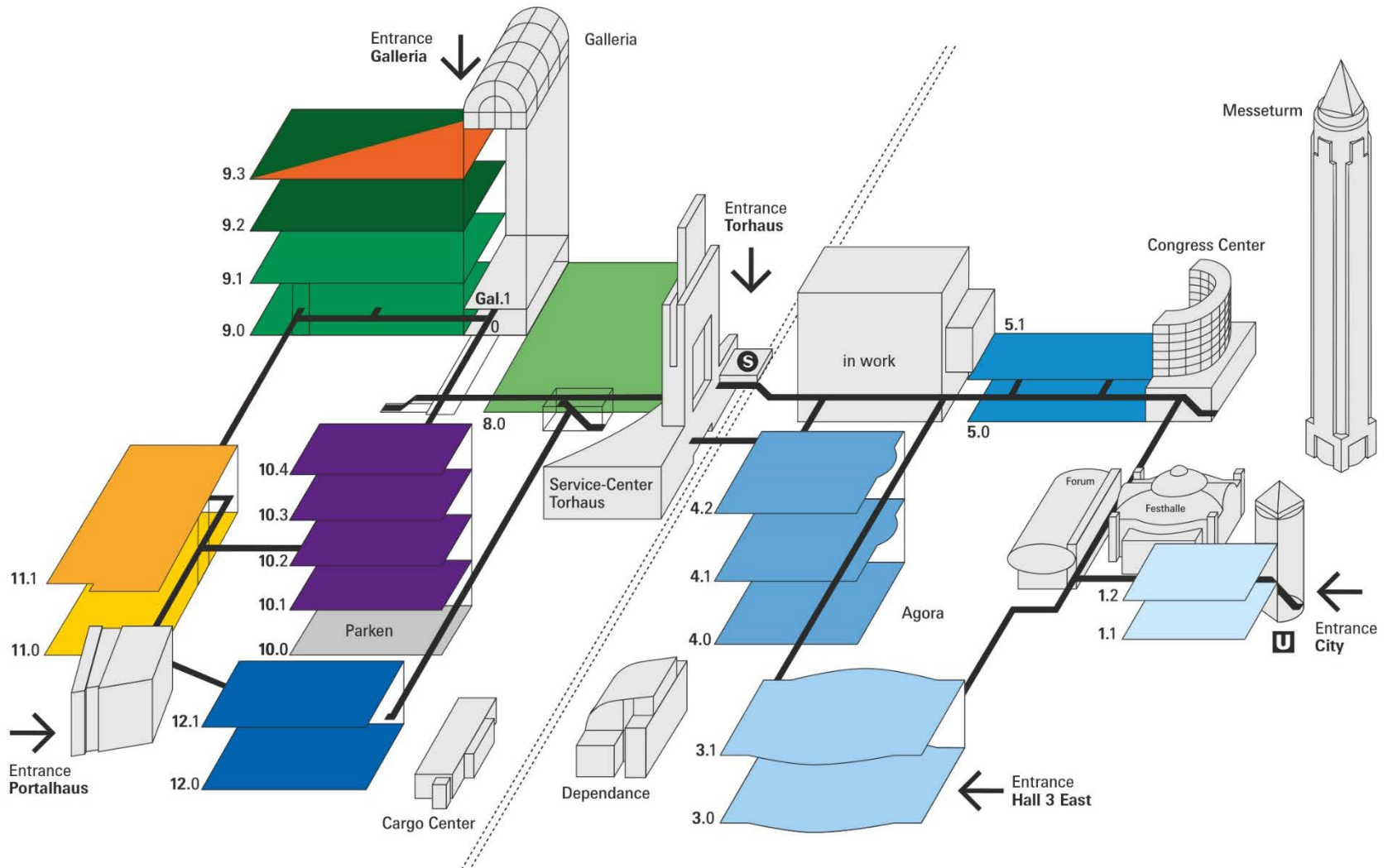
- Dining: A unique product range for dining, cooking and the home – with around 2,200 exhibitors
- Giving: Gifts that appeal to the emotions, designer gifts, stationery, ornaments and home decorating, fine and costume jewellery as well as personal accessories and leatherware
- Living: International ideas for the home, avant-garde design, home accessories, items in all styles as well as decorative items for both indoors and outdoors





## Events and highlights:

- Point of Experience situated in the Foyer of Hall 4.1 – combines offline and online
- Ambiente Trends: Three trend worlds plus guided tours and talks
- Solutions: smart ideas, each with a clever twist
- Talents: supporting young designers
- Ethical Style Guide: sustainable products
- Contract Business: Hotspot for hotels, restaurants and cafés (HoReCa) and also for contract business
- Global Sourcing: Frankfurt is the number one trading location for volume business outside China
- Ambiente Academy: Experts will be holding fascinating talks in Hall 9.1 on all five days





## Ambiente partner countries

Denmark

France

Italy

Japan

Netherlands

United Kingdom

United States

The background image shows a modern exhibition space. The ceiling is decorated with a dense arrangement of teal-colored balloons. Below, there are various pieces of contemporary furniture, including a large, light-colored sofa and several cylindrical ottomans in shades of teal and orange. The overall atmosphere is bright and modern.

## Partner country:

- An important part of the visitors' and exhibitors' programme at Ambiente
- Easy to find, thanks to special markings for example in the catalogue
- The outstanding partner country presentations and cafés are created by leading international designers and curators.
- Partner country designers for India:
  - Ayush Kasliwal – furniture designer from Jaipur: His products show detailed understanding of the processes and materials, while also honouring the tradition of craftsmanship.
  - Sandeep Sangaru – industrial designer from Bengaluru, specialising in furniture design: He set up his design studio in 2004 and has since then been working with local people and local materials, creating global products.
- Special evening in honour of the partner country





See you in Frankfurt!