

Beat: Business

## **AMBIENTE 2016 IS THE LEADING INTERNATIONAL TRADE FAIR FOR CONSUMER GOODS**

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**USPA NEWS** - AMBIENTE is the leading International Trade Fair for consumer goods. Every year, it is where the world meets up. More than 134,000 trade visitors from over 150 countries put together their core and supplementary product assortments for the coming year at the Dining, Giving and Living areas...

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Ambiente is also the central platform for contract business, the Horeca segment and sourcing. And it is an important trading post for the growing sustainable consumer goods segment. Ambiente brings business partners, ideas and success together at one location.

You have three segments :

- Dining. The whole world of table, kitchen and household products. The entire breadth and depth of today's market is showcased here: from innovative products for the modern kitchen, household appliances and equipment, to everything for the well-laid table.

- Giving. The diversity of gifts. You find there gift articles, stationery, decorations, exclusive cigars and more. For the first time, 2016 sees personal accessories presented as a collective category in Hall 9.2, with the choice ranging from authentic and fashion jewellery, watches and leather goods to travel bags and care and wellness articles. Benefit from the numerous synergy effects.

- Living. The home, interiors and decoration in all their dimensions. The international product range extends from international interior designs, avant-garde furnishings, home accessories and items in all styles, to decorations for both indoors and out.

In 2015, over 4,800 suppliers from more than 90 nations and over 134,000 trade visitors from more than 150 countries passed through its doors. At 86%, the decision-making competence is very high, exceeded only by visitor satisfaction at a whopping 97%.

For AMBIENTE 2016 are expected 4,814 exhibitors from 95 countries, 1,088 from Germany, 3,726 from outside Germany. 134,620 visitors from 152 countries, 63,727 from Germany, 70,893 from outside Germany.

AMBIENTE 2016 is where you can observe that the trends show a great deal of creativity and eagerness to experiment. This is based on the high demands placed by an ever greater number of designers, manufacturers and consumers on contemporary consumer goods.

- Artisanal gardening : artisanal processing techniques are cultivated, complemented by found objects and vintage products to form a harmonious whole. Natural materials such as clay and ceramics, wood, bamboo, linen, wool, denim, velvet and suede marry with traditional craft.

- Futuristic couture : the combination of traditional crafts with such technical developments as 3D printing opens the way to a fully unexpected aesthetic interior design.

- Functional simplicity : high-calibre minimalistic design renders the essential in its purest form. Sober and honest, inspired by the use of material in sports and architecture, this trend exudes a beguilingly sensual perfection.

- Composing freedom : a wild medley of old and new, unconventional patterns, bold colours, materials and design idioms of all kinds

with clear traces of street style and the 80s.

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