

Presse Press

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Ambiente Italia
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Ambiente Italia

Ambiente Italia, the international trade fair organized by Messe Frankfurt Italia, dedicated to professionals in tableware, giftware, home furnishings, will be held from 6 to 8 June 2009 at the new fairground in Rome. The capital city - chosen for the Italian premiere of the event - is strategically located for the Central and Southern Italian markets and for the entire Mediterranean rim, where a recent summit has laid the bases for the creation of a free trade area in the European Union. This agreement will foster development and promote commerce and trade in a region of more than 400 million consumers: key conditions for a significant economic growth.

Three product sectors are represented: *Dining* for tableware, *Giving* for giftware, *Living* for the world of interior design, from accessories to home furnishings to décor. A unique and original platform to see the crème de la crème in production and meet Italian and foreign buyers, specialty shops, chain stores, franchising, distributors, interior designers, architects and press.

Starting from the first edition, Ambiente Italia will become a unique international event not to be missed. "More than an exhibition, we expect Ambiente Italia to be an event from which to catch new ideas," remarks Donald Wich, CEO of Messe Frankfurt Italia. "A new platform for the art of dining, living and giving, with high level selected exhibitors and trend-setting events, developed especially for dealers and end consumer." Making this exhibition unique was creation of an innovative project that aims to inform the retail world about a great new future, an authentic "Sell-Out System".

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Ambiente Italia intends to offer much more than just a vocational education. It is a centre of ideas for new showrooms, for expanding product lines, for new display ideas, and especially to propose initiatives that invite consumers to purchase.

What's more: information meets relax in "Visual Screen", a comfortable and visually exciting area where visitors can stop and have a break. Jumbotrons project images and videos of the exhibiting companies and the events in progress.

Tableware - in porcelain, crystal, glass, ceramic, silver, steel, fine metal and synthetic materials -, products for the kitchen and housewares, cutlery, small appliances, accessories and kitchen utensils, home cleaning supplies, design objects for the table, and silverware, plus gift ideas, leather fashions and accessories, candles, room fragrances, fashion accessories, home décor, furnishings, decorations

Ambiente Italia represents a comprehensive view of the sector, which gives a wider overview of the present and future possibilities of the culture of living.

Ambiente Italia will give industry operators the century-long experience of the Messe Frankfurt Group and the wide-reaching presence of its international sales network on the reference markets. Ambiente Italia will be a new and innovative event for the Italian market, in terms of contents, organization, and marketing strategy.