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Ambiente Italia closes its doors to new signs of optimism

The first edition of Ambiente Italia has just ended, presaging the future success of the new international event organized at Fiera Roma by Messe Frankfurt Italia. Ambiente Italia showcases the newest and best products in dining, giving and living, catering to a professional audience.

Exceeding all expectations, total visitors numbered 14,172, 11% of whom were from Europe and the Middle East.

A reassuring and noteworthy result in view of the continuing difficult economic situation whose future remains uncertain.

Commercial operators demonstrated a strong interest and good tendency to purchase the products introduced at Ambiente Italia by the 371 exhibitors present, from 15 countries (Andorra, Austria, Belgium, Czech Republic, Denmark, England, France, Germany, Greece, Indonesia, Italy, Nepal, Poland, Portugal, San Marino Republic, Spain, Tunisia). There was a marked interest in high-quality products, with superior design, research, and craftsmanship.

"I am extremely satisfied by the response that the market showed to this first edition of Ambiente Italia," noted Donald Wich, CEO of Messe Frankfurt Italia. *"The main aspects of our plan turned out to be winners: the strategic nature of the central and southern Italy market, the time of year and the location. Rome was also appreciated by visitors and exhibitors for the functionality of the exhibition centre, as well as the large number and fair rates of the hotels. Together with all the people who have placed their trust in the project since this first edition, we have given a sign of our support and optimism that the*

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market needed. These factors will help Ambiente Italia grow and make it the reference event for the Mediterranean basin.”

The product categories were separated into four pavilions, organized into three sections: **Dining**, dedicated to tableware and accessories, **Giving**, for gift ideas and **Living**, involving the world of accessories and home décor.

The exhibition format, designed by architect Carlo Colombo, art director of this entire event, was elegant and carefully designed, a mark of distinction and added value that elicited the favour and appreciation of all visitors.

In the three days of the exhibition, the special appointments of the **Sell-Out System** were met with great success and included a number of innovative and creative solutions to apply to retail stores. Beginning with **Archipelago Gourmet**, where the cooks of the AICI, the *Italian Cooking Teachers Association*, alternated with the chefs of the APCI, the *Professional Italian Chefs Association*, in preparing and creating delicious and appetizing dishes and demonstrating how a shop can become a ‘restaurant for a day’, a new reference point and a gathering place for potential purchasers.

Very popular and eliciting a positive response were the engagements organized by Anna Marinello, the highly regarded Milanese wedding planner who partnered with the AIOM, *Italian Wedding Planners Association*, to provide the visitors to Ambiente Italia with practical ideas that can transform the retail store into qualified one-stop shop for planning weddings and receptions.

With **Home Shop**, architect Carlo Colombo personally presented the store of the future to the public of Ambiente Italia. A dynamic and flexible space with a friendly atmosphere, where products take centre stage in a warm and welcoming setting, ideal for greeting, informing and communicating with valued customers.

Style Flash, the suggestive event staged by Ornella Bignami, a well-known interpreter of international trends in the fashion sector,

introduced visitors to a selection of products with a strong element of style, where creativity, colour and formal research have effectively interpreted modernity, while conversing with tradition and transforming products into cult objects of desire.

Taking a dramatically innovative tack under the banner of environmental sustainability, Ambiente Italia designed an online catalogue so that visitors could plan their own personalized itinerary to meet their specific needs during their visit to the exhibition and easily find the exact location of individual exhibitors in the pavilions. In addition, the main events of the exhibition were transmitted live every day on the web site www.fierambienteitalia.it. The extensive schedule of events made it possible for Ambiente Italia and its numerous engagements to break down physical boundaries and become visible even to people unable to attend.

What our exhibitors had to say

These were the opinions expressed by the representatives of the exhibitors at Ambiente Italia:

Domenico Guzzini (Fratelli Guzzini SPA)

“This was definitely a positive experience for us; it allowed us to meet with our most important clients, those from central and southern Italy. The Rome location was inspired, especially because it was easy to combine business with pleasure in an extraordinary city such as Rome, which also happens to be less expensive than other Italian exhibition sites, like Milan.

This experience is worth repeating, including for its ideal calendar date which allows us to introduce our Christmas collections at the perfect time.”

Giuseppe Cislighi (Cislighi and Figli srl)

“We had a very positive impression of the exhibition, both in terms of the organization and for the interest shown. Choosing Rome as a location was also an excellent decision.”

Angelo Ballarini (Ballarini SPA)

"In terms of the time of year and the logistics, the exhibition was extremely significant: it made sense, especially for the businesses located in south-central Italy, in this critical economic time.

This is an exhibition worth supporting, because it is strategically located and well organized. Ambiente Italia has become an authoritative name and authority instills confidence."

Patrizia Rivadossi (Rivadossi Sandro SNC)

"We were very satisfied with the exhibition. We feel that it went very well and we expect to participate next year. On average, exhibitors were top notch and identified with the Italian style. The quality of the visitors was also high. They came to do business not waste time and we worked very well.

There was renewed in interest in products with some history behind them; you have to follow the market and its trends.

As luck would have it, we were very busy with our clients and didn't have much time to see the rest of the exhibition, so I can't really say how it was."

Anna Maria Ragni (Giannini)

"We believed in Ambiente Italia and we enjoyed very positive results. With this exhibition, we wanted to improve our contact with the southern Italian environment, which is a very important market for us. We had some doubts as to how the exhibition would go for us, partly because of its June date - we wanted to debut our Christmas collection. Instead, we were pleasantly surprised. Retailers are thinking farther in advance than we expected. Three days is the perfect length of time."

Antonio Morosi (Tognana Porcellane SPA)

This exhibition is the future also because logistically, Rome is strategic for the south-central Italian market."

Kerstin Böhm (Hoff Interieur GmbH)

"We were very happy with the outcome of this first edition. It went very well. Our clients in south-central Italy came, as well as our clients from Greece and the Ukraine. We certainly plan to attend next year. We fully support the exhibition."

Our events around the globe:

Ambiente Frankfurt – 12-16 February 2009

Ambiente 2009, the world's biggest trade fair for home furnishings, accessories and giftware, closed its doors 2009 with 4.466 exhibitors and 135.000 visitors.

Tendence - Frankfurt 3-7 July 2009

Consumer Goods Fair Korea – Goyang City 24-26 September 2009

Interior Lifestyle China - Shanghai 11-14 November 2009

IFFT/interiorlifestyle living - Tokyo 2-4 December 2009

Interior Lifestyle - Tokyo 2-4 June 2010

Background information on Messe Frankfurt GmbH

Messe Frankfurt is Germany's largest trade fair organiser, with 436 million euros in sales in 2008 (figure as of November 2008) and more than 1,400 employees worldwide. The Messe Frankfurt Group has a global network of 29 subsidiaries, five branch offices and 48 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2008, Messe Frankfurt organised more than 100 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 322,000 square metres of exhibition space, are currently home to nine exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

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