



FRANKFURT. THE NEXT EDITION WILL BE HELD FROM 10 TO 14 FEBRUARY

10% more Visitors at Ambiente

4383 exhibitors from 86 countries presented products for the fields of tableware, kitchen, home, furnishing and giving

by Corrado Scattolin

ment behind the curtains, what the visitor can notice while walking through the halls is that Ambiente is in colour, whereas other fairs seem to have remained black-and-white. Quite literally, Ambiente was an explosion of colours, materials, trends, which are rarely seen all grouped together under one roof.

The big increase in visitors was associated to a high level of satisfaction among the exhibitors, also to indicate that the recovery is well advanced both in Germany and worldwide, according to Detlef Braun, Member of the Board of Management of Messe Frankfurt GmbH.

During the fair from 11 to 15 February, 4383 exhibitors from 86 countries presented an international range of products for the fields of tableware, kitchen, home, furnishing and giving. 77,500 of the visitors came from Germany, an increase of

about eight percent. One in two of the buyers came from outside Germany so the level of internationality is now about 46 percent. After Germany, the top five visitor nations are Italy, the Netherlands, France, the USA and Switzerland.

Optimist exhibitors

This optimistic view of the future is also shared by the exhibitors. "The economic upswing can be felt beyond the borders of Germany. The fear has evapo-

Ambiente, the world's biggest trade fair for consumer-goods, closed on 15th February with an increase of almost 10% in the number of trade visitors: more than 144,000 compared with the 132.096 of 2010.

Ambiente shows once again signs of steady growth, while other fairs in the same trade, once popular and successful, see less and less visitors and an increasing number of disappointed exhibitors.

An exhibition "in colour"

What is then the secret of Ambiente's success? Besides a competent manage-



Mebel: grande successo ad Ambiente

Mebel, marchio italiano dal 1957 impegnato nella produzione di articoli in melamina, ha partecipato con successo ad Ambiente 2011.

Mebel ha scelto la prestigiosa fiera tedesca per presentare l'intera gamma

delle Small Entities: le forme inconsuete e pulite della linea, sono state messe in mostra in un contesto essenziale, volto a focalizzare l'attenzione dei visitatori sulle soluzioni per il finger food e la degustazione made in Mebel.

Great success for Mebel at Ambiente

Mebel, Italian brand since 1957 engaged in the production of melamine, has successfully participated at Ambiente 2011.

Mebel has chosen the prestigious German exhibition to show the full range of Small Entities: the unusual shapes were put on display in an essential framework, intended to focus

Nell'ambito di Ambiente sono state presentate anche alcune novità prodotte, come l'Entity 22, il piatto party in stile giapponese, dall'esclusiva finitura glossy monocolor e le nuove Entity Tablemat, le eleganti tovagliette in polipropilene caratterizzate dal particolare effetto melange. ■

the attention on the solutions for the finger food and tasting.

During Ambiente, they also have some new products, such as the Entity 22, the party plate Japanese style with exclusive single-color glossy finish and the new Entity tablemats, elegant placemats made in polypropylene with melange effect. ■

