

Press

February 2017

Ambiente

Internationale Frankfurter Messe / International Frankfurt Trade Fair
Frankfurt am Main, 10 to 14 February 2017

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Ambiente17 neues Partnerland en

Welkom Nederland! Oranje boven!

The Netherlands to be Ambiente 2018 Partner Country

The new Ambiente Partner Country for 2018 has been chosen: the Netherlands will make a special presentation illustrating the country at the 2018 edition of the international consumer-goods fair. However, anyone who thinks simply in terms of tulips, canals and windmills will be very wide off the mark. "The Netherlands is renowned for outstanding design, which is no less minimalistic than experimental, no less innovative than unconventional. I am already looking forward to seeing what the country's designers will be showing at next year's Ambiente", says Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH.

Following Denmark, France, Japan, the USA, Italy and the United Kingdom, the Netherlands will be the seventh Partner Country of the world's leading consumer-goods fair.



Antonius Lansink, Consul General of the Netherlands receives the Partner Country Globe from Counsellor Tony Sims, OBE, of the Embassy of the United Kingdom and Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH (LTR)

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

During a ceremony with numerous guests from business and politics, Tony Sims, OBE, Counsellor and Director of the Department for International Trade Germany, passed on the Partner Country Globe to Antonius Lansink, Consul General of the Royal Netherlands Consulate General in Düsseldorf, said, "We are delighted that the Netherlands is to be next year's Partner Country of the prestigious Ambiente trade fair. The Dutch are extremely active and successful when it comes to innovative design trends. We will present numerous interesting products and are looking forward to the opportunities that will arise from this collaboration."

4,454 exhibitors from 96 countries are making presentations on 308,000 square metres of exhibition space (gross) at this year's Ambiente. With 147 exhibitors, the Netherlands is the seventh biggest exhibitor nation at the world's leading consumer-goods trade fair. In 2016, 3,292 Dutch visitors travelled to Frankfurt for Ambiente, which makes the Netherlands the third biggest visitor nation after Germany.

In 2018, the international Ambiente Consumer Goods Fair will be held from 9 to 13 February.

Note for journalists:

Gain inspiration and discover trends, styles and personalities in the [Ambiente Blog](#).

You will find further information and high-resolution photographs at <http://ambiente.messefrankfurt.com/journalists>.

Social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente | www.pinterest.com/ambientefair | www.instagram.com/ambientefair

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating over €640* million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt 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

*Preliminary figures for 2016

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