

ambiente

Industry competition “The Golden Greeting Card” calls trade fair visitors to vote

Frankfurt am Main, January 2023: Visitors to the leading international trade fair Ambiente will be able to vote for the most beautiful greeting card collection from German greeting card publishers. The "Golden Greeting Card" competition, organised by the AVG Greeting Card Association, calls fair visitors to actively participate in choosing the audience award. Searched for: The best trend/innovation concept.

Ambiente is the worldwide meeting place for the world of giving: In the Giving section, visitors will find a unique variety of gift items, accessories, stationery, and school articles. New trends and creative innovations are presented here to the trade public and offer new inspiration for design-oriented gifts and exciting additional assortments.

For the first time this year, Ambiente Giving offers a special highlight with the competition "The Golden Greeting Card" – *“Die Goldene Grußkarte”*. Organised by the Association of Manufacturers and Publishers of Greeting Cards - *Arbeitsgemeinschaft der Hersteller und Verleger von Glückwunschkarten (AVG)*, the competition is an opportunity for all publishers of German greeting cards to present their latest ideas to the industry audience. Participants were able to submit their designs until December 2022; a pre-selection was made by an independent jury consisting of specialized retailers and wholesalers, central buyers, press representatives as well as influencers and designers based on the evaluation criteria of design, impression, quality as well as printing and finishing.

From 3 to 7 February 2023, the motives of the five finalists in the ninth category sponsored by Messe Frankfurt, "The best trend/innovation concept", will be exhibited at Ambiente in Hall 4.2, E59. The winner will be chosen by fair visitors and awarded the "Audience Award". "It is very important to us to give the greeting card a special platform at Ambiente. And what fits together better than the leading trade fair for international consumer goods trends and the trend category of the Golden Greeting Card. I am delighted that we will continue to work together seamlessly and, above all, in close coordination with the greeting card sector. In this way, we all contribute to giving more appreciation and the greatest attention to the quality, creativity and feel of original greeting cards," says Julia Uherek, Director Consumer Goods Fairs and, for the first time, a jury member in the competition.

Further information and pictures of the special presentation Solutions are available online at: ambiente.messefrankfurt.com/solutions-press

From February 2023, Ambiente will be held at the Frankfurt Fair and Exhibition Centre at the same time as the leading international consumer-goods fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023
Creativeworld: 4 to 7 February 2023

Information for journalists:

This is where references to information for journalists are placed (e.g. a blog).

Press information and photographic material:

<http://Ambiente.messefrankfurt.com/journalisten>

Links to websites:

www.facebook.com/Ambiente | www.twitter.com/Ambiente
www.pinterest.com/Ambiente | www.instagram.com/Ambiente
www.Ambiente-blog.com



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Leading international trade fair Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of

tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivaled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - the order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information: Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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

* Preliminary figures for 2022