

**Consulate General of India
Frankfurt**

Report

AMBIENTE 2019

*International Trade Fair for
Consumer Goods*

08 - 12 February 2019

Consulate General of India Frankfurt

Ambiente Fair held in Frankfurt from 8th to 12th February, 2019

1. Ambiente is an international consumer goods fair which takes place once a year in Frankfurt. International exhibitors display products from the fields of table, kitchen, household, gifts, home furnishings and decoration. In addition, complete solutions for hotels and restaurant concepts are offered. Another important feature of the fair is the contract business, i.e. indoor and outdoor solutions for the furnishing of office buildings, hotels, etc. Ambiente is one of the oldest established and well known fairs for the presentation of new products, new trends and innovations.

2. Ambiente 2019 was attended by 4,451 exhibitors from 92 countries on 306,500 square meters of gross exhibition space. 85 per cent of all exhibitors came from outside Germany, making Ambiente 2019 the most international one of all times. The trade show attracted 133,000 visitors from 167 countries. The top ten visitors' nations after Germany were Italy, China, France, the UK, the Netherlands, the United States, Spain, Switzerland, Russia and South Korea.

3. India was the Partner Country for Ambiente 2019. This had been announced by Messe Frankfurt during a reception in honour of the Ambiente 2018 Partner Country on 12th February 2018. Ms. Pratibha Parkar, Consul General of India in Frankfurt had received the Partner Country Globe from the Ambassador of the Netherlands. This was the eighth time that the Partner Country Globe was handed to another country at Ambiente: after Denmark, France, Japan, the United States, Italy, the United Kingdom and the Netherlands, India was the second Asian Partner Country.

With its rich heritage of arts and handicrafts, the motto of India's Partner Country participation was "Future is Handmade" with an aim to draw attention to Indian artisans and to promote handicraft exports.

The designers Ayush Kasliwal and Sandeep Sanguru had been nominated to design the India Pavilion and the Ambiente Café respectively. Ayush Kasliwal gave a special presentation under the heading *Hand Make* prominently located at Galleria 1, demonstrating the importance of craftsmanship for India today and what it can offer the world. The two-part presentation was in light colours, and the products were beautifully highlighted in the style of a design gallery.

Meanwhile his designer colleague Sandeep Sangaru invited visitors to a picnic under a canopy of stars in Hall 4.1. Sandeep Sangaru, an interdisciplinary designer, educator and entrepreneur, had designed the Starry Night Café in this hall especially for Ambiente.

Working with artisans and women from north-east India, he turned bamboo into a viable material for everyday use.

Sunil Sethi, CEO of the Sunil Sethi Design Alliance and President of the Fashion Design Council of India, was the curator of the two special presentations *Stepwell* and *Kārwān* which were the star attraction and which were appreciated by many visitors. The foyer of Hall 10.1 featured the special presentation *Kārwān* with its mix of contemporary and historic objects. The presentation in the foyer of Hall 9.0, was showing India's typical products and production methods in an interactive environment with four crafts persons from India. One of them was Mr. Inder Singh, Shilp Guru 2015, who showcased the traditional Kundan Meenakari, practiced as his family tradition profession for over 15 generations. Mr. Nasir Ahmad Mir, National Awardee 2006 explained the intricate craftsmanship involved in the weaving of the fine Kani Shawls, a speciality from the State of Jammu and Kashmir. Mr. Amrit Lal Sirohiya, National Awardee 2016, demonstrated the art of carving gemstones, an art which he has passionately exercised as a professional for over two decades. Mr. Tapas Kumar Jana, National Awardee 2016, demonstrated the intricate art of masland mat weaving, mats made from grasses and reeds growing in India.

4. The Indian delegation was led by Mr. Shantmanu, Development Commissioner (Handicraft), Ministry of Textiles. 517 Indian exhibitors participated in the Ambiente 2019 fair. The Export Promotion Council for Handicrafts (EPCH) participated with "India Pavilions" comprising of 70 member exporters who showcased the wide range of Indian handicraft products including table decorations and accessories, home accessories, seasonal & decorative giftware, ethnic art, arts & crafts, candles and candleholders. The Handloom Export Promotion Council (HEPC) participated in the Ambiente trade fair for the first time.

5. On 8th February 2019 the EPCH India Pavilion was officially inaugurated by Consul General of India, Frankfurt, Ms. Pratibha Parkar and by Mr. Shantmanu, Development Commissioner Handicrafts, Ministry of Textiles, Government of India with a ribbon cutting and lamp lighting ceremony. The inauguration ceremony was followed by a tour of the fair which commenced with the visit of the pavilion of the Handloom Export Promotion Council. This was followed by visits to the presentations of the three designers, viz. the India Pavilion designed by Ayush Kasliwal, the Café designed by Sandeep Sanguru as well as the presentations designed by Sunil Sethi.

6. On 10th February the Consulate General of India in Frankfurt had organized a programme at the Consulate where the four Master craftpersons from India demonstrated their skills and showcased their arts in the presence of 40 visitors. Consul General, Ms Pratibha Parkar welcomed the artists and the gathered participants. Also present was Mr. Kerry Reddington, Member of the Foreigner`s Council of the city of Frankfurt.

7. On the same day, an India evening was organized by Ministry of Textiles in cooperation with the Consulate General of India in Frankfurt and the Export Promotion Council for Handicrafts (EPCH) on the sidelines of the Ambiente fair for the Indian exhibitors. It was a special occasion due to India being the partner country for the fair. Ambiente 2019 had a record participation by Indian exhibitors with 517 exhibitors participating in the fair. The evening marked words of greetings by Mr. Stephan Kurzawski,

Member of the Extended Board of Management, Messe Frankfurt, Mr. Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles and Consul General of India in Frankfurt, Ms. Pratibha Parkar. Curators and designers Mr. Ayush Kasliwal, Mr. Sandeep Sangaru and curator Mr. Sunil Sethi were acknowledged for their artistic expertise in their presentations that were put up during the fair. The Master Craftspersons from India pursuing traditional art forms for generations were also lauded during the evening. The evening rounded off with a dance performance of local dancing artists. Over 250 exhibitors participated in the EPCH India Evening.

8. The highlight of the fair – the Partner Country Reception – was organized on 11th February 2019 to honour the guest country. The event commenced – as an introduction to the partner country - with a film on India by 'Incredible India'. After the film Mr. Detlef Braun, member of the Board of Messe Frankfurt shared his own experiences of his recent trip to India. He saw a country with a long history, rich culture and traditions, diverse nature, friendly people and good food. And all this, he told, was reflected at this year's Ambiente fair with India's Partner Country Presentation. Over the last few years, eight partner countries have successfully showcased themselves at Ambiente. Mr. Braun said that India's Partner country presentation, due to the country's incomparable diversity, rich culture and its tradition in arts and crafts which marks the country different from other countries was a real highlight and the most vibrant partner country presentation. He invited the audience to travel to India also at the Ambiente fair by visiting the partner country presentations as well as the more than 500 stalls of Indian exhibitors showcasing the masterly craftsmanship and traditions of the subcontinent. He also informed the gathering that India has always been among Ambiente's absolute top countries in terms of exhibitors. Mr. Braun thanked all the parties involved in the Partner Country project for the excellent cooperation over the last one year and then invited Consul General on the stage.

Consul General of India in Frankfurt, Ms. Pratibha Parkar, first thanked the Messe Frankfurt officials for the good cooperation during the journey for the last one year to realize this partner country project together. She then took the audience to a fabric and handicraft tour to almost all the states of India. She finally invited the Development Commissioner (Handicrafts), Ministry of Textiles, Mr. Shantmanu on the stage who gave a vote of thanks on behalf of the GoI.

Ayush Kasliwal designer of the India Pavilion of India as a Partner Country 2019 spoke on the tradition and heritage of Indian handicrafts and the importance of protecting and promoting them on a global stage. The Bollywood singer Ms. Kanika Kapoor who is also the owner of the brand label House of Chikankari was also present. The audience was mesmerized by the glitzy and enthralling Indian dance performances.

After the dance performance Mr. Detlef Braun returned to the stage for the highlight of the reception – the announcement of the next Ambiente Partner Country. This year, however, he announced that, due to structural changes for the Ambiente 2020 the partner country

project was stopped. The reception ended with the Partner Country Globe Ceremony. This year the globe was symbolically returned by Consul General to Messe Frankfurt.

Annexure

Facts & Figures

Total Number of Exhibitors: **4355 from 94 countries** (2018: 4376 exhibitors from 88 countries)
Number of Indian Exhibitors: **517** (2018: 433)
Number of German Exhibitors: **653** (2018:795)

Participation Statistics:

Ambiente	2019	2018	2017	2016	2015	2014
No. of German Exhibitors	653	795	890	851	1068	1094
No. of Indian Exhibitors	517	433	420	426	438	430
Australia	8	8	11	11	8	11
Austria	37	38	43	39	42	50
Bangladesh	34	32	38	35	35	25
Belgium	49	58	55	52	43	55
Brazil	30	26	26	23	18	14
Canada	8	9	7	7	6	9
China + Hong Kong	585 +169	477+112	490+101	474+98	475+112	532+123
France	134	147	155	145	132	155
Indonesia	67	53	65	60	63	65
Iran	11	9	9	10	7	9
Italy	353	356	352	351	335	329
Japan	81	82	80	83	86	95
Malaysia	6	4	11	13	9	4
Myanmar	1	2	1	1	0	0
Nepal	17	18	19	8	9	13
Netherlands	137	150	139	130	126	141
Pakistan	12	4	14	16	14	5

Philippines	41	35	34	36	21	24
Poland	59	54	57	55	57	52
Portugal	79	80	82	79	78	76
Republic of Korea	106	72	63	66	68	61
Russian Federation	12	20	8	7	5	13
Saudi Arabia	3	3	2	2	2	2
Singapore	3	4	3	2	3	3
South Africa	0	4	10	8	9	6
Spain	104	99	103	99	101	97
Sri Lanka	5	5	5	3	5	7
Sweden	44	47	56	52	46	61
Switzerland	39	43	44	43	46	52
Taiwan	112	117	111	113	124	132
Thailand	60	51	48	49	63	75
Turkey	168	150	144	129	117	115
UAE	2	4	6	6	6	6
United Kingdom	125	153	146	127	136	131
United States	53	57	65	73	88	90
Vietnam	59	57	57	53	47	64