

## ABUP AT THE AMBIENTE 2020 FAIR

The Brazilian National Association of Decorative & Housewares Goods, Gifts and Craftwork Companies (ABUP), in partnership with The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) has created the **AmbienceBrazil Program**, which aims to broaden the international presence of manufacturing companies in the segments of Table Top, Housewares, Decor Home and Contemporary Craftworks.

The **AmbienceBrazil Program** creates alternatives for commercial promotion and encourages Brazilian companies through the ongoing contribution of commercial intelligence. Various actions are being carried out through this joint initiative, such as trade missions, participation on the most important international trade fairs that contributes to become as global platforms for prospecting new business. Business Round, market studies, and other activities also are part of the AmbienceBrazil Program portfolio.

Debuting at the Ambiente Fair, which will be held February 7–11, 2020 in Frankfurt, Germany, the **AmbienceBrazil Program** will take 12 Brazilian companies with their several products of TableTop, Housewares, Decor Home and Contemporary Craftworks. The international action is part of the strategy to support companies in their exporting efforts.

Organized by Messe Frankfurt, Ambiente is the international fair of reference for consumer goods in the area of tableware, kitchenware, houseware and leisure items, as well as gifts, interior decoration and home accessories. It is the foremost global event of products associated with restaurants, cuisine, household items, furniture and ornaments, interior design, gifts, jewelry and fashion accessories, where exhibitors from more than 90 countries introduce their latest developments and innovations, and dictate the trends to follow for the coming years. As an example of the Fair's importance and magnitude, at last year's Ambiente 2019, a total of 4460 exhibitors from 92 countries showcased their product launches during the five-day event, in 27 pavilions covering an area of 306,000 square meters (nearly 3.3 mi square feet). Additionally, this major global consumer goods exhibition offers a wide range of industry events, programs for beginners, presentations of trends, and awards ceremonies.

The companies associated with the **AmbienceBrazil Program** will be present in the "Home Decor & Table Top" sector, at pavilions: "4.1 Table Prestige", "6.2 Table Top Trade" and "8.0 Interior Design". Differentiated design, perceived added value, and a complementary product portfolio – these were the criteria for choosing the 12 participating brands: Cristallerie Strauss, Dentro D Design, Gileno Design, Holaria, Marco500, Metaltru, Orfèvrerie Royale, Porto Brasil Cerâmica, Rima Casa, St James, Termolar, and Zanatta Casa.

Starting with this 2020 edition, Ambiente will include "Focus on Design," a new annual exhibition created to appreciate and promote the design of a particular country internationally. Considered a nation of designers in rapid development and with impressive modernist design, Brazil was chosen for this major debut. For the Focus on Design exhibition: Brazil: five different Brazilian design studios, each with its own special identity, will exhibit their creative production in Gallery 1. Plus, young Brazilian designers will be in the Talents area, in Hall 8.0, where they will present their exclusive handcrafted items and limited series. Those chosen were Rodrigo Almeida, Bianca Barbato, Brunno Jahara, Sergio J Matos, and the duo Ricardo Innecco & Mariana Ramos of Estudio Rain.

With Messe Frankfurt's support, on February 6, ABUP will hold the opening event of the Focus on Design program: Brazil with the participation of Ms. Nicolette Naumann, Vice-President of Ambiente of Ambassador Alexandre Vidal Porto, Consul-General of Brazil in Frankfurt; Brazilian businesspeople and international media. During the event, official lectures will be given by specialized professionals and renowned Brazilian journalists, on issues related to the Ambiente show itself and to Brazilian design and crafts.

Under the operational coordination of the ABUP, the **AmbienceBrazil Program** will also conduct guided technical visits to stores specializing in design and home products, as part of the scheduled events in Frankfurt.

The ABUP & Apex-Brasil partnership is the recognition and credibility for the performance of the Association, as a non-profit entity representing the sector by providing services to its members and representing their interests.

In the effort of continuous growth and resilience, ABUP not only provides an exchange of ideas and relationships, but also incentivizes and encourages the entrepreneurship of its members. Through its partnerships and its events, the most important Brazilian business shows in the sector, it drives its exhibitors internationally and contributes to the growth of the Brazilian economy.

## AMBIENTE FAIR

<https://ambiente.messefrankfurt.com/frankfurt/en.html>

[linktr.ee/ambientefair](https://linktr.ee/ambientefair)

[#AMBIENTE20](https://twitter.com/AMBIENTE20)

MESSEFRANKFURT - February 7–11, 2020

Schedules: February 7–10: 9am–6pm; February 11: 9am–5pm

## AMBIENCEBRAZIL AT AMBIENTE 2020

#AMBIENCEBRAZIL

ORGANIZED BY



PROMOTED BY



+55 (11) 4010-5200

Av. Marquês de São Vicente 1619 cj 2322 Barra Funda  
01139-003 São Paulo SP Brasil | [ambiencebrazil.com](https://www.ambiencebrazil.com)

AMBIENCEBRAZIL will be exhibiting in the halls alongside manufacturing companies:

HALL 4.1 | TABLE PRESTIGE | Stand E 71 | St James and Cristallerie Strauss

HALL 6.1 | TABLE TOP TRADE | Stand D 98 | Porto Brasil Cerâmica, Termolar and Zanatta Casa

HALL 8.0 | INTERIOR DESIGN | Stand C 11 | Dentro D Design, Gileno Design, Holaria, Marco500, Metaltru, Orfèvrerie-Royale and Rima Casa

## ABUP BRANDS AT AMBIENTE 2020

Cristallerie Strauss <https://www.strauss.com.br/>

Dentro D Design <https://www.dentrod.com.br/>

Gileno Design <http://www.gilenodesign.com.br/>

Holaria <http://www.holaria.com.br/>

Marco500 <https://www.marco500.com.br/>

Metaltru <https://www.metaltru.com.br/>

Orfèvrerie Royale <https://www.orfevrerie-royale.com.br/>

Porto Brasil Cerâmica <https://www.portobrasilceramica.com.br/>

Rima Casa <http://rimacasa.com.br/>

St James <http://saintjames.com.br/stjames2019/>

Termolar <https://www.termolar.com.br/>

Zanatta Casa <https://zanattacasa.com/>

## FOCUS ON DESIGN: BRAZIL

Visit the designers chosen by Ambiente 2020 at the Focus On Design exhibition

### GALLERY 1

#### HALL 8.0 | TALENTS

Rodrigo Almeida, Bianca Barbato, Brunno Jahara, Sergio J Matos, and the duo Ricardo Innecco & Mariana Ramos of Estudio Rain.



ABUP – The Brazilian National Association of Decorative & Housewares Goods, Gifts and Craftwork Companies

[www.abup.com.br](http://www.abup.com.br)



abup\_oficial



abupoficial



abupoficial



abup\_oficial

### ABUP – AMBIENCEBRAZIL

+55 (11) 4010-5218 | +55 (11) 99164-9991

Av. Marquês de São Vicente, 1619

Conjunto 2322 | Barra Funda

São Paulo SP 01139-003 - Brazil

### ABOUT A APEX-BRASIL

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) works to promote Brazilian products and services abroad and to attract foreign investments to strategic sectors of the Brazilian economy. The Agency supports 15,000 companies in 80 sectors of the Brazilian economy, which, in turn, export to more than 200 markets.

Apex-Brasil also plays a key role in attracting foreign direct investment (FDI) to Brazil, working to identify business opportunities, promoting strategic events, and providing support to foreign investors interested in allocating funds in Brazil.

### PUBLIC RELATIONS



**renata sherman**

ASSESSORIA DE IMPRENSA

### RENATA SHERMAN

[www.renatasherman.com](http://www.renatasherman.com)

Cell phone +55 11 98363 9983 Tel. +55 11 3062 3064

renata@renatasherman.com

Rua Tatuí 46, 9º andar, Jardins

São Paulo SP - 01409-010