

PRESSEINFORMATION

New side event at gardiente

MÖBELMARKT Ideas Workshop celebrates its debut

Frankfurt, 12 March 2019. gardiente – the trade fair for garden living – is taking place for the sixth time at the Messecenter Rhein-Main in Hofheim-Wallau from 30 June to 2 July 2019. On Monday, 1 July, gardiente’s media partner, German furniture trade magazine MÖBELMARKT, is inviting members of the outdoor living sector to take part in the first Ideas Workshop.

The new event format gives participants the opportunity to develop business ideas and solutions in the outdoor furniture market, based on relevant and forward-looking contributions. Helmut Merkel, Editor-in-Chief (international) of MÖBELMARKT, explains: “Even in the outdoor living sector, it's no longer enough to defend what we already have. We need new ideas and innovations that reach beyond mere products and product ranges.”

The interactive event has attracted respected guest speakers, including reputed industry experts, trend scouts and unorthodox thinkers. The topics under discussion include mega trends and their influence on home living, the development of the outdoor living sector, now and in the future, and challenges for the logistics of tomorrow. Unconventional, yet effective marketing concepts will, likewise, be in the spotlight.

"By introducing the MÖBELMARKT Ideas Workshop, we are raising our profile as a business and communication platform for the outdoor living sector, whilst uniting inspirational products, knowledge and community spirit to create a successful mix of trade fair, event and experience," explains Jens Frey, Managing Director of MUEVO GmbH. The MÖBELMARKT Ideas Workshop is directed at decision-makers, industry members and young professionals in the outdoor living industry.

Further information and details about taking part can be found at www.moebelmarkt.de/impuls-werkstatt.

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Images of the fair 2018 are available at [flickr gallery](#)

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gardiente – Trade Fair for Garden Living:

gardiente is an industry-focused trade fair for suppliers of garden furniture, sunshades and stands, BBQs, textiles and premium accessories that have a retail-centric product portfolio. Its central location close to Frankfurt/Main, its early timing in July, and its select exhibitor environment make gardiente an attractive platform for the retail trade. Its focus lies on orders, dialogue and networking.

www.gardiente.de

www.meetatgardiente.de

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