

PRESS RELEASE

gardiente 2021 – the trade fair for garden living – presents an innovative concept at the perfect time of year

***Frankfurt am Main, November 2020:* Next year's gardiente – the trade fair for garden living – has been moved to September and is poised to offer the specialist trade an innovative concept combined with a needs-based business and ordering format. Taking place at an ideal time of year, the event will open its doors from 5 – 7 September 2021.**

“It's always our aim to provide both visitors and exhibitors with a platform tailored to their current needs and to engage in an open and ongoing conversation with the industry. The decision to move gardiente to 5 – 7 September 2021 was made in agreement with the sector. Exhibitors see great potential in this new time slot as it will allow them to prepare properly for the following season in collaboration with their retail customers,” explains Verena Westphal, Project Manager of gardiente. The new dates will enable the sector to channel its experience of the outgoing season into more individual and on-point orders.

“The trade fair is still very much the centrepiece of gardiente, featuring strong brands for the specialist retail trade. So far, a third of exhibitors have already booked their space at gardiente 2021, including 4Seasons, Biohort, dekoVries, doppler, KETTLER Home & Garden, Schaffner, Sieger, solpuri, Stern und ZEBRA. We're also delighted to welcome several newcomers, such as German designer brand Blomus as well as Joouls and Tierra Outdoor. We feel very encouraged by this response as it reflects the demand for this format as well as a sense of optimism which the industry really needs,” Westphal continues.

Besides well-known manufacturers of garden furniture, sunshades and stands, gardiente offers the specialist trade an extensive product portfolio in the new Concept Area. Spotlighting innovative partners, it is designed to help retailers create outstanding product ranges. Business community events such as “gardiente night” and the gardiente “BBQ World”, featuring shows and tastings, add the finishing touches. The concept also gives valuable insights into current topics such as sustainability and digitalisation, turning the fair into a hub for the outdoor living business, one that caters to all the needs of the specialist trade.

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Impressions of previous gardiente fairs:
<https://www.flickr.com/photos/gardiente/albums>

gardiente – Fachmesse für Gartenkultur:

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 and its select exhibitor environment make gardiente an attractive platform for the retail trade. Its focus lies on orders, information and networking.

www.gardiente.de

Organiser:

MUVEO GmbH:

Muveo GmbH, the wholly owned subsidiary of CDH Mitte (Wirtschaftsverband für Handelsvermittlung u. Vertrieb Hessen, Thüringen und Rheinland-Pfalz e.V.) has been successfully organising trade fairs and congresses for more than 50 years. Since the establishment in 1997 of INNATEX, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has been committed to sustainability in event organisation.

www.muveo.de

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