

PRESS RELEASE

Frankfurt, 26.04.2019. **gardiente – the Trade Fair for Garden Living – is poised to open its doors for the sixth time at Messecenter Rhein-Main in Hofheim-Wallau, Germany. Running from 30 June to 2 July 2019, the event will spotlight a rounded exhibitor portfolio with approximately 70 brands as well as the latest trends in garden furniture, sunshades and stands, BBQs, textiles and accessories.**

gardiente is much more than just a product and trend show. It is also an **industry platform** and a central hub that paves the way for an intensive and constructive dialogue between trade and industry. Besides **product innovations** from manufacturers, it also offers an excellent supporting programme and a selection of events for networking and engaging with like-minded people. Appreciated for its informal atmosphere and allowing plenty of time for productive discussions, this trade fair enables buyers to place their orders early on and to forge important contacts with industry players.

Reputed brands such as Glatz, Hartman, Höfats, Jan Kurtz, Kettler, Müsing, Schaffner, Sieger, Solpuri, Stern, Karasek and ZEBRA will be back again this year and will be joined for the first time by new exhibitors such as MBM, Scolaro and Talenti Outdoor Living. The relocated BBQ Area will feature, among others, Barbecook, OFYR, Napoleon and Weber. Visitors here will be treated to an inspiring and diverse offering with live cooking and product demonstrations.

As in previous years, the presentation of the **“gardiente Outdoor Living Awards”** will once again be a major highlight of gardiente night. A jury composed of respected industry experts will select the three best-placed innovations from the entries on display in the TrendArea. Meike Harde, a self-employed designer, Patrick Ledoux, editor-in-chief of Meubihome (Belgium) and Marcus Hofbauer, architect, will be joining the jury for the first time.

In addition to its existing repertoire, gardiente is launching in 2019 a new **Special Area for Innovations**, giving newcomers, accessory suppliers and service providers the chance to unveil innovative ideas for outdoor living. Asiastyle, Cinas, Biohort, Hersand, PROKS and PL Media are among the names featured here.

On Monday, 1 July, German trade magazine MÖBELMARKT invites attendees to the first **MÖBELMARKT IdeasWorkshop**. Directed at decision makers, industry members and young professionals in the outdoor living industry, it will look at mega trends and their impact on our lives and homes, current developments in the outdoor sector and market forecasts. The event will also focus on unconventional, yet effective marketing concepts. “By introducing the MÖBELMARKT IdeasWorkshop, 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,” states Jens Frey, Managing Director of MUVEO GmbH.

Also at gardiente:

- An exciting supporting programme with a keynote speech by Detlef Persin entitled “Flower Power – analogue or already digital? Beautiful new garden world – One customer, many ways to buy!”
- gardiente meets Tendence. Continued cooperation with Tendence Frankfurt means: one ticket, two shows. A shuttle bus provides a convenient and quick link between the two events (Sunday & Monday). The shuttle service also connects gardiente to the main station in Frankfurt as well as Frankfurt airport.

- Located in the heart of the Rhine-Main region, gardiente offers perfect conditions for doing business! Compellingly innovative, deliberately compact and perfectly timed.
- A full-service package for trade visitors: Free admission, complimentary catering and parking directly in front of the exhibition centre

Curious? The [gardiente video](#) reveals the main highlights of the upcoming fair.

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The gardiente event logo can be found in the download area at:

<http://gardiente.muveo.de/presse/downloads>.

Impressions of previous editions of gardiente:

<https://www.flickr.com/photos/gardiente/albums>

Information on the “gardiente Outdoor Living Awards” and the expert jury:

<http://gardientewp.muveo.de/messeprogramm/gardiente-award/>

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

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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