

PRESS RELEASE

gardiente 2020 – the Trade Fair for Garden Living – is cancelled

Frankfurt am Main, 21 April 2020: **gardiente – the trade fair for garden living – will not be staged this year as originally planned from 28 - 30 June at the Messecenter Rhein-Main exhibition centre. The organiser’s decision to cancel the event comes in response to the rapid spread of the Covid-19 virus and has been made in agreement with the industry.**

The past few weeks since the announcement of measures in the fight against the Corona pandemic have been marked by an intensive dialogue with exhibitors and suppliers, the retail trade and the authorities. Given that it is impossible to predict how the situation will develop and the German Government has extended its ban on events, staging the trade fair seems neither feasible nor responsible at this point in time.

Verena Westphal, Project Manager gardiente, commented: “We will, of course, endeavour to offer our visitors and exhibitors a business platform that is tailored to all our current needs. Given that this will not be possible within the envisaged time frame, we’re currently in the process of evaluating the options available to us. We’re conducting a basic analysis of needs and are exploring digital as well as other solutions. We’re also considering the possibility of postponing the event until later on in the year – given certain circumstances.”

gardiente has been taking place annually since 2014. The early timing of the event has been of great benefit to the sector as it paves the way for early orders and efficient production planning. Its selected exhibitor portfolio and its size have helped to cement the trade fair as a firm annual fixture serving the industry. However, due to the extenuating circumstances, this year’s event has had to be cancelled for the first time.

Jens Frey, Managing Director of the exhibition organiser, stated: “This is a challenging time for everyone. Fortunately, we’ve been able to make all our decisions in agreement with the industry. This requires a close and candid dialogue. We’ve had many conversations and are very grateful for the extremely fair and friendly manner in which these exchanges have taken place. We really feel that the current circumstances have brought the industry even closer together and that we can communicate with each other openly and with a strong sense of solidarity.”

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Impressions of previous editions of gardiente:

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

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

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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