

## **PRESS RELEASE**

### **gardiente 2022 – trade fair for garden living – will again be held in September**

***Frankfurt am Main, October 2021:*** gardiente, the community platform for outdoor living, will continue to be held in September in the future. It has been agreed with the industry that the next fair will be held from 4 to 6 September 2022 at the Messecenter Rhein-Main in Hofheim-Wallau.

Alongside well-known exhibitors from the familiar sectors, from next year gardiente will be broadening the focus on the Grill & BBQ and Accessories sectors, with innovation and sustainability playing a major role. “Our scouting team will be on the look-out straight away for trends, new brands of accessories and exciting ideas, so that we can be sure of offering a broad product and brand portfolio in the field of accessories,” explains Verena Westphal, Project Manager for gardiente. “In the furniture area,” she continues, “we shall of course also continue to feature important existing brands as well as new ones.”

Exhibitors from the Grill & BBQ sector have always had an attractive platform available at gardiente, in the BBQ-World special area. This is in a highly visible position on the exhibition site and with some innovative ideas should attract even more attention next year. Organisers MUEVO GmbH are planning to tailor the arrangements for the new Grill & BBQ area as closely as possible to the requirements of visitors and exhibitors, and to allow visitors to experience barbecuing with all the senses by means of BBQ demonstrations throughout the day.

At gardiente, therefore, both visitors and exhibitors will be able to look forward to a community platform with strong brands, important new ideas and a great atmosphere, making it a convivial gathering. Similarly, even greater focus will be placed on important elements such as dialogue and networking in the gardiente concept.

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Images from previous gardiente trade fairs:

<https://www.flickr.com/photos/193864045@N02/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 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](http://www.gardiente.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 a successful player in the trade fair business for more than 50 years. The exhibition formats – which carefully target specific areas of industry – are designed to meet the bespoke needs of each sector. The company's success is built on close and collaborative cooperation with all stakeholders. 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](http://www.muveo.de)**

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