



CLOSING REPORT

July 2018

Second Greenery & Landscaping China a resounding success

- Exhibitor and visitor numbers up
- International congress with high-calibre presentations
- Interested companies can already register for 2019

Following three successful days, the second Greenery & Landscaping China (GLC) at the Shanghai World Expo Exhibition & Convention Center closed its doors on 31 May. The good news is that there was significant growth in both exhibitor and visitor numbers. This time round, 8,050 trade visitors (7,100 in 2017) came to learn about products and trends for the design, construction and maintenance of green spaces from 158 international exhibitors (122 in 2017). Greenery & Landscaping China is organised by NürnbergMesse China in cooperation with the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA) and is already one of the most important Chinese business platforms for decision-makers involved in the planning, construction and maintenance of private and public gardens, parks, open spaces, sports grounds and playgrounds. Interested companies from Germany and the rest of Europe can already register for the third round of the fair on 28 to 30 May 2019.

Heike Christine Hofmann, International Product Manager for the GLC at NürnbergMesse, is delighted by the success of the event: "The way the event has developed is impressive, with more exhibitors, more visitors, and key industry players in one place, topped by a wonderful atmosphere in the hall." Kai Breulmann from the University Osnabrück sees the GLC as the ideal gardening and landscaping networking platform between East and West: "We were very impressed by the range of exhibitors. We also discovered that many products and services can easily compete with manufacturers from the 'West'. Other products and

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services are specifically tailored to the Asian market and would be hard to place on the greenery and landscaping market and in Germany in particular. The international congress offered a good opportunity for networking and knowledge-sharing. We were able to make contacts right away and identify potential research activities and actual projects. This made our visit an invaluable experience for staff and students from the University Osnabrück. All participants are now looking with interest at the development of the greenery and landscaping sector and the GLC in particular in this unbelievably large country.

Positive feedback from exhibitors

There were also satisfied voices from the exhibitor contingent. Ulrich Steiger, Senior Product Manager at AL-KO Gardentech, had taken part in the GLC event for the first time and drew a positive conclusion: "We were surprised by the unexpected reception we got at GLC. The following weeks will show what will come out of it for us in the end, but our impression is that it has been worthwhile taking part in this fair." Julia Köhler, Head of Marketing at Berliner Seilfabrik, thinks it is important to take part in the GLC: "We were making our debut at Greenery & Landscaping China, which offers us an exciting opportunity to make inroads into the Asian market. Our stand was consistently well frequented, there was a lot of interest in products developed and manufactured in Germany and the conversations we had were enriching and informative. On the one hand the quality is much appreciated and admired, but on the other you get a close-up of Chinese business culture. And that includes counterfeit products – copied equipment on trade fair stands and also drawings or photos in the catalogues of Chinese manufacturers. Although this is infuriating it also shows the importance of having a presence at the fair and being able to offer customers genuine 'made in Germany' products."

Conclusion: For the second round too, the holistic approach of the exhibition to landscaping and gardening has proven very effective. Not only did trade visitors find products and services for traditional gardening and landscaping but the event also covered playground equipment and machinery for municipal use.

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Highlights of Greenery & Landscaping China 2018

One highlight was the presentation of the first Green Master Award (GMA) for innovative maintenance machinery for green spaces. As the first award of this kind in China, it offered machinery manufacturers the opportunity to not only present their products to a large number of purchasing agents but also to representatives of Chinese authorities. The international jury included, among others, the honorary sponsor of the leading international trade fair GaLaBau, the German Federal Association for Gardening, Landscaping and Sports Ground Construction (BGL), and prestigious media partner Patzer Verlag. Kubota and Husqvarna were among those companies that received accolades for their innovative products.

The congress “China International Symposium on Ecological Landscape Planning and Construction – Building the green city of tomorrow”, which took place semi-parallel to the GLC, was once again a popular feature of the event. On the first two days of the fair, international speakers from Germany, Canada and Australia gave presentations including a case study from the areas of landscape design and architecture. They also discussed the green roofs that have been integrated into China's municipal water systems. The controversial discussion about the best way to build “The Green City of tomorrow” attracted more than 200 participants. The symposium was organised once again by NürnbergMesse and moderated by Robert Schäfer.

Other features popular with visitors were the 8th “IDEA-KING Award Shanghai Academic Sharing Meeting”, the “2018 Three-Dimensional Green Building Development Forum” and a range of other forums on specific topics. These were visited not just by purchasing agents but also by numerous representatives from the municipal gardening and landscaping segment and the construction and real estate sector.

Also present was the Association of German Landscape Architects (bdla) which was able to strengthen its relations with the Chinese sector. The association also displayed the winners of the German Landscape Architecture Award 2017 on a large photo wall.

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European companies – make sure of your spot for 2019!

The third Greenery & Landscaping China will take place from 28 to 30 May 2019 at the Shanghai World Expo Exhibition & Convention Center. The Chinese gardening and landscaping market offers huge potential and not only has a large demand for construction and maintenance machinery but also for building materials like stone and wood, and for plants. China is also investing heavily in playgrounds, recreational and sports grounds, as well as in trending segments like vertical greening.

European companies interested in taking part in Greenery & Landscaping China 2019 should get in touch without delay with our established GaLaBau event team in Nuremberg or our representative in your country. For more details about the trade fair please visit the website: www.glcexpo.com.

About the GaLaBau product family

The GaLaBau trade fair is a comprehensive international exhibition covering the entire spectrum of design, construction and maintenance of urban, open and green spaces. It takes place every two years at Exhibition Centre Nuremberg. The trade visitors are contractors working in the field of horticultural, landscaping and open space design and construction, landscape architects and planners from federal, regional and municipal authorities. GaLaBau also features an extensive range of products and services for operators of leisure parks, camping grounds and kindergartens and for golf course development, maintenance and management. Since 2017, the Greenery & Landscaping China exhibition has been part of the GaLaBau product family. It opens its doors annually in Shanghai and is executed by NürnbergMesse China in partnership with the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA).

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