



PRESS RELEASE

April 2018

Greenery & Landscaping China 2018 to feature numerous highlights

- **New: “Green Master Awards”**
- **International congress with exciting presentations**

The landscaping industry will come together again at the Shanghai World Expo Exhibition & Convention Center from 29 to 31 May. That is when the second Greenery & Landscaping China (GLC), which is jointly organized by NürnbergMesse China and the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA), will open its doors. It is one of the most important Chinese business platforms for decision makers who plan, build and maintain private and public gardens, parks, green spaces, sports fields and playgrounds. In addition to the product show, there will be a top-level congress with international speakers. A new highlight this year is the “Green Master Awards”. The GLC exhibitors will also welcome a delegation of German students this year. Around 180 exhibitors and 9,000 trade visitors are expected.

After last year’s successful premiere, the exhibition will retain its primary focus on all things green. Besides products and services for traditional gardening and landscaping, trade visitors will also find construction and maintenance machinery for public-sector entities and playground equipment. Darren Guo, Managing Director NürnbergMesse China: “Thanks to the successful cooperation with SLAGTA in the first year, we have elevated the GLC to a new level. Already now, it is one of the most professional and important exhibitions for urban design and landscape architecture in China. Industry players come here for answers to their questions about China’s growing landscaping market. I would be very pleased if even more prestigious companies from Europe and all over

主办单位/Organizer

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the world would exhibit their products and services here, in addition to Chinese exhibitors. That would make the exhibition even more attractive.”

China's landscaping market offers great potential: Total sales of products for green space design will rise to around 327 billion USD by the end of 2018. China is therefore not only Asia's largest and fastest-growing manufacturer of such products, but also its biggest consumer market (source: study entitled "Home and Garden Retailing in Asia-Pacific", 2013-2018). Furthermore, substantial investments are being made to improve urban infrastructure and urban landscaping. In just the period from 2006 to 2015, China's urban green spaces increased from 1.32 million to 2.67 million hectares, representing an increase of 8.13 %. This means rising demand for machinery, work equipment and building materials, as well as urban furnishings and playground equipment.

New: Green Master Awards

Concurrently with the product show, the Green Master Awards will be awarded for the first time this year. These awards will be given to innovative manufacturers and distributors of construction and maintenance machinery. The organizing committee will present four awards: "Best Innovation of the Year", "Distributor of the Year", "Green and Energy-Saving Product of the Year" and "Most Popular Product of the Year".

Winners will be selected in part on the basis of an online vote at GLC's website (<http://greenmaster.glcexpo.com/>). In addition, assessments by the experts of Shanghai Greenery and Public Sanitation Bureau and the SLAGTA will be collected and evaluated. The international jury will include representatives of the honorary sponsor of the international trade fair GaLaBau, the German Association for Gardening, Landscaping and Sports Field Construction (BGL), and the key media partner Patzer Verlag. The awards ceremony will be held on the first day of the exhibition. During the ceremony, trade visitors will have an excellent opportunity to cultivate relationships with local buyers, manufacturers and dealers from all over China.

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More highlights of GLC 2018

Once again in 2018, the “China International Symposium on Ecological Landscape Planning and Construction – Building the Green City of Tomorrow” will be held on the first two days of the exhibition. Seven speakers will present a case study in the area of landscape design and architecture and speak about the differences between Chinese and European urban planning. Other topics to be addressed at the congress include “The Potential of Public Spaces”, “From Comprehensive Planning to Implementation” and “Living Roofs Integrated with China’s Urban Water Systems”. Speakers include Daniel Roehr, Padraic Kelly and XiaoWei Ma.

Organized delegation trip to GLC 2018

GLC’s exhibitors will welcome a German visitor delegation this year. Students of Osnabrück University of Applied Sciences will personally attend GLC 2018. They will be accompanied by Professor Martin Thieme-Hack of the Chair for Building Operations in Landscaping. Anyone interested in participating can obtain more information from Kai Breulmann by e-mail at k.breulmann@hs-osnabrueck.de.

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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