



GaLaBau 2016

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Nürnberg, Germany 14. – 17.9.2016

CLOSING REPORT

September 2016

GaLaBau 2016 closes at a consistently high level

- **More internationality**
- **Increased visitor quality**
- **Highly satisfied exhibitors**

After four successful trade fair days, the 22nd GaLaBau came to a close on 17 September in Nuremberg: exactly 64,138¹ trade visitors travelled to the event to inform themselves about products and trends for planning, construction and maintenance with greenery. The increased internationality of the trade fair is encouraging. In this connection, in terms of exhibitors, this time around almost every fourth company was international. Compared with the previous event, the increase in internationality here was 10 %. On the visitors' side every 10th visitor came to late-summer Nuremberg from abroad, among others from Austria, Poland and Italy. Stefan Dittrich, Director Exhibitions GaLaBau, said he was satisfied and concluded: "The mood at GaLaBau 2016 was simply splendid: full halls and intensive sales discussions. GaLaBau has once again fully lived up to its name as the green sector's meeting place." This time, 1,320¹ companies exhibited in increased space in a total of 13 exhibition halls.

As the honorary sponsor of GaLaBau, the Bundesverband Garten-, Landschafts- und Sportplatzbau, BGL (Federal Landscape Contractors Association), Bad Honnef, is delighted with the enthusiastic mood among the exhibitors and the many visitors during the four days of the fair. "GaLaBau has exceeded our expectations by far. It has been shown once again: Nuremberg is the meeting place for the green sector. This the only place where the trade visitors and journalists from home and abroad can obtain comprehensive information about the latest developments and innovations within the horticulture and landscape gardening sector and see the sector's know-how and efficiency for themselves", said Ursula Heinen-Esser, Executive Director, Bundesverband Garten-, Landschafts- und Sportplatzbau e.V. (BGL). "For the exhibitors and visitors, but also for us as the sector association, GaLaBau 2016 was a complete success", Heinen-Esser went on to add.

¹ The visitor, exhibitor and exhibition space figures at this fair are determined and certified in accordance with the standard definitions of the FKM – Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen - (Society for Voluntary Control of Fair and Exhibition Statistics).

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Visitor survey: renewed increase in the quality of the trade visitors

In this connection, the trade fair visitors came for the most part from trade and specialist companies in the greenery and open space design sectors. A slight increase was registered among the trade fair guests from trade authorities, agencies and public institutions, cemetery culture and departments as well as the motorized appliance retail trade. In addition, this time, even more specialist planners and architects were attracted to Nuremberg than was the case in 2014. On top of this, the 22nd GaLaBau was visited by staff from architecture and planning offices, private business clients, golf course managers and leisure facilities operators.

Almost 60 % of visitors hold a senior position within their respective companies, while the share of decision-makers increased slightly once again, in fact to almost 82 %. This was revealed by the provisional results of the visitor survey conducted by an independent market research Institute.

The typical GaLaBau visitor spends an average 1.3 days at the fair. Primarily, they come to search for innovations there. 82 % of all respondents are of the opinion that GaLaBau is trendy and covers all the trend-setting sector developments and trends. Over half the trade fair guests also made use of their visit for continuation training and extending know-how, an exchange of information and experience as well as cultivating existing contacts and making new ones. 64 % are aware of the positive trend in the horticulture and landscape gardening sector and are sure that the sector will continue to grow in future.

For the visitors, the most interesting things in 2016 were the construction and maintenance machinery product groups. In each case around one third of the visitors had focused their attention on the plants and seeds segments along with construction materials, materials and components for construction and maintenance. Almost all the visitors (around 96 %) said they were satisfied with the exhibitors' ranges, just as many said they appreciated the high discussion quality on the stands. 94 % have already firmly planned their visit to GaLaBau 2018.

The GaLaBau 2016 supporting program was also very well received. Almost 90 % view the range of special features presented alongside the product exhibition as an enrichment. In this connection, the Garten[T]Räume (Garden of Dreams) special presentation staged for the first time came in for praise from 77 %, as did the earth-moving and maintenance of spaces special demonstration area in which the exhibitors presented live demonstrations of their machinery.

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The exhibitors: once again more internationality

1,320 exhibitors came to Nuremberg from 37 countries, of these 336 were international. In addition to Germany, the companies primarily represented came from the Netherlands (58) and Italy (58), Austria (35), France (28), Belgium (18), Great Britain (12), Poland (12) and Switzerland (11). The increase in international exhibitors here was thus 10 %.

The core sector of GaLaBau is formed by the machinery segment, which accounts for around half of all the exhibitors. They present maintenance and construction machinery. Around 35 % of the exhibitors can be allocated to the segments construction materials, natural stone, paving stones, patio coverings, trees, plants, seeds and similar and around 15 % of exhibitors cover special ranges such as playground equipment, urban furnishing or the golf course construction and maintenance segment. In 2016, 263 companies participated at GaLaBau for the first time.

The exhibitors gave their sector event top marks: 91 % assessed the overall success of their trade fair participation positively and reached the most important target groups. New business contacts were made by 94 %; 89 % expect lively post-fair business. For 90 % of the companies, one thing is already certain today: they will be participating again at GaLaBau 2018.

New Experts' Forum in Hall 3A well received

For the first time at GaLaBau, the Experts' Forum was held on the BGL's fair stand. Devised as a central venue, it took over from the specialist conferences which had still been held in 2014 at the NürnbergConvention Center Ost. On each day of the fair, every hour, two 15-minute impulse presentations were held from the areas of domestic gardens, public greenery, regulations and norms along with business management in the horticulture and landscape gardening sector. The forum was consistently well attended, the feedback positive.

2016 ELCA "Bauen mit Grün" (Green Building) Trend Award goes to England

In addition to the short presentations, all awards and honours were presented in the GaLaBau Experts' Forum. The 2016 "Bauen mit Grün" (Green Building) International Trend Award was presented by the European Landscape Contractors Association (ELCA) to a private garden project from England. ELCA President Emmanuel Mony presented the award to "The Box House, Sevenoaks in Kent" project and in his laudatio declared: "This garden is an outstanding example of sophisticated landscape gardening design for a domestic garden. The garden





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planning and landscape gardener have succeeded in a special way in combining a series of inter-connected historical and modern building elements to form an holistic appearance. At the same time, this has resulted in aesthetically redefining very attractive garden dimensions.”

New products and innovations recognized in 2016 with the “GaLaBau Innovation Medal”

The BGL awarded the 2016 “GaLaBau Innovation Medal” to a total of 15 new products and innovations (selected from 124 submitted products). This award is bestowed in recognition of the successful development of new and progressive solutions in products or processes in the construction and maintenance of landscape gardening facilities. The jury was particularly impressed by the high innovativeness and practicality of the products.

Landscape Gardener Cup 2016: winners flying off to Abu Dhabi

The Landscape Gardener Cup was held in 2016 for the first time in the Messepark (Exhibition Park) and not in the halls. Eleven teams of two from all over Germany had qualified. Over two highly demanding and work-intensive days in what felt like a temperature of 28 degrees, they had to design a 4 x 4-metre exhibition garden according to exact criteria. In the final they gave everything, they hammered away, planted and sweated. Their incentive: the winning team will be able to represent Germany at the “WorldSkills 2017” vocational world championships in Abu Dhabi. This time the winners come from Bavaria. Michael Schmidt and Vitus Pirschlinger from Freising are the German Landscape Gardening Champions and have booked their tickets for Abu Dhabi – they will be flying there in mid-October 2017.

Make a note of the date:

The next GaLaBau will be held from **12 to 15 September 2018** in Nuremberg.

NürnbergMesse China: New green trade fair in Shanghai

Green goes China: From 2017, NürnbergMesse China will be the organizer of the Greenery & Landscaping China trade fair in Shanghai. The event has already been in existence since 2003 under another name and is now being further developed by NürnbergMesse China in cooperation with the founding father, the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA). The first edition of the Greenery & Landscaping China fair will be held from 7 to 9 June 2017 at the Shanghai World Expo Center; the event cycle is annual. 200 exhibitors are expected.





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