



PRESS RELEASE

March 2019

Greenery & Landscaping China 2019 offers comprehensive supporting programme

- Numerous presentations, discussions and forums
- International conference with interesting topics
- New this year: “China Dealer Club” and organised business delegation trip

From 28 to 30 May 2019, the Greenery & Landscaping China (GLC) exhibition will once again open its doors to the international gardening and landscaping sector at the Shanghai World Expo Exhibition & Convention Center. For the third time, the event is being organised by NürnbergMesse China in partnership with the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA). For a long time now, it has been one of the most important Chinese business platforms for decision-makers involved in the design, construction and maintenance of private and communal gardens, parks, open spaces, sports grounds and playgrounds. Around 160 exhibitors and some 12,000 trade visitors are expected at the event. New features this year are the “China Dealer Club”, which provides support to companies wanting to break into the Chinese market, and a fully organised business delegation trip. In addition, visitors can look forward to a comprehensive supporting programme with forum presentations and meetings. And once again, the international conference will also be exploring a range of interesting topics.

As a gardening and landscaping exhibition and sub-event of GaLaBau Nuremberg, the GLC not only offers visitors a wide range of products and services for conventional landscaping and gardening, but also showcases construction and maintenance machinery for municipal use as well as playground equipment. Heike Christine Hofmann, Product

主办单位/Organizer

上海市园林绿化行业协会
Shanghai Landscape Architecture
and Gardening Trade
Association(SLAGTA)
纽伦堡会展（上海）有限公司
NürnbergMesse China Co.,Ltd.

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Manager International at NürnbergMesse, says: "We are delighted that we are once again achieving a whole new level of internationality this year. As well as the International Pavilion, we are offering a fully organised business delegation trip for the first time and were also able to win Patzer Verlag with the title Neue Landschaft as media partner. More and more companies from Europe and all over the world recognise the enormous potential of the market for urban design and landscape architecture in China. With the GLC, we are offering the ideal platform for information-gathering and networking."

If you are interested in being part of the business delegation, please use the following link, entering your email address and the password GLC2019, to find out more and register: www.gall-registration.de/glcchina2019?lang=en

Supporting programme

Alongside the extensive range of products on display, the supporting programme could not be more diverse. As well as the ninth "IDEA-KING Award Shanghai Academic Sharing Meeting" and the "2019 Three-dimensional Green Building Development Forum", which were a major drawcard for visitors last year, a large number of other meetings and forums are planned, e.g. the "REARD Landscape Design and City Renew Theme Forum" or the "Gardening & Greenery Product Supply & Demand Meeting". Another highlight of the event is the "2019 China International Symposium on Ecological Landscape Planning and Construction", featuring interesting lectures and discussions.

New this year: establishment of the "China Dealer Club"

The "China Dealer Club" newly established by NürnbergMesse China helps various kinds of international companies that are trying to gain a foothold in the Chinese market. The aim is to facilitate their entry into and development of the market by supporting their endeavours with a complete range of business services, such as matchmaking between international brands and national distributors.

International conference with interesting topics

Parallel to the trade fair, a high-calibre international conference will take place in the InterContinental Shanghai Expo Hotel on 28 and 29 May 2019. It will explore the international leasing market for municipal and

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**Greenery &
Landscaping
China**
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中国（上海）国际园林景观产业贸易博览会
上海世博展览馆, Hall 2馆
Shanghai World Expo Exhibition & Convention Center
www.glcexpo.com

gardening machinery and will look at the status, difficulties and opportunities of the Chinese leasing market. It will include a number of speakers from Europe who will report on the current situation on the European market.

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, and 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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