



## PRESS RELEASE

August 2017

### Following its successful premiere, Greenery & Landscaping China enters its second round

- Exhibitors and visitors highly satisfied
- International congress with interesting presentations
- Interested companies can register now for 2018

Following three successful days, the first Greenery & Landscaping China (GLC) at Shanghai World Expo Exhibition & Convention Center closed its doors on 9 June. It had welcomed no less than 7,100 trade visitors who came to learn about products and trends for the design, construction and maintenance of green spaces from the 122 international exhibitors. The majority of international visitors were from Australia, the USA and Hong Kong. Greenery & Landscaping China is organised by NürnbergMesse China in partnership with the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA). The purpose of the exhibition is to provide exhibitors and trade visitors with a successful networking platform for the very promising greenery and landscape market in China. Interested companies from Germany and the rest of Europe can register now for the 2018 event.

The figures for the first GLC speak for themselves: Among exhibitors, there was an international contingent of over 13 percent. The most strongly represented segment, at 19 percent, covered materials and components for construction and maintenance. Manufacturers of garden maintenance machinery and equipment were also well represented at 15 percent. Every tenth exhibitor came from the field of landscape architecture and 98 percent of participating companies praised the calibre of the visitors.

#### 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  
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NÜRNBERG MESSE



## The majority of visitors were gardening and landscape contractors and landscape architects

Every fourth visitor came from the traditional gardening and landscaping sector, while every fifth was a landscape architect. Another large visitor group with over 11 percent consisted of buyers for the horticulture and plant segments. For most visitors to the GLC, establishing new business contacts was the priority, but many also came to try out new products before buying. Just under 16 percent of visitors to the Shanghai event were seeking innovations and trends in gardening and landscaping.

## Highlights of Greenery & Landscaping China 2017

The exhibition's comprehensive approach to gardening and landscaping was very well received. Not only did trade visitors find products and services for traditional gardening and landscaping; for the first time, the focus was also on machinery for the public sector and playground equipment. The Association of German Landscape Architects (bdla) also took part and was able to strengthen its relations with the Chinese industry.

The trade fair was accompanied by the China International Symposium on Ecological Landscape Planning and Construction and the congress "Fit for Future, Building the Liveable City". Renowned speakers from five countries and four continents explored the question of how to build a liveable city today and in the future. The congress was organised by Robert Schäfer from Munich and was well attended with a total of 120 delegates.

## Exhibitors: Satisfied voices

Exhibitors also provided positive feedback about the GLC 2017. Tao Han, Marketing Manager at Rain Bird Corporation, USA, says: "Greenery & Landscaping China 2017 was very successful for us. Visitor numbers were high and we were able to meet our precise target groups, mainly landscape architects. We also made a large number of new contacts. The event exceeded our expectations, which is why we will of course be back in 2018." Thomas Zhang, Marketing Manager at

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HAKO Cleaning System (Shanghai) Co., China, agrees: "The GLC is a highly professional industry platform with a high quality of visitors. It offers us a great opportunity for dialogue with the sector. This year we met the key players from the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA), which was very important for us."

### **European companies: Register now for 2018!**

The second Greenery & Landscaping China will take place from 29 to 31 May 2018 at the Shanghai World Expo Exhibition & Convention Center. There is a big demand in the Chinese gardening and landscaping market not only for construction and maintenance machinery but also for building materials like stone and wood and for plants. In addition, China is investing heavily in playgrounds, leisure and sporting facilities, but also in trending segments like vertical greening. European companies interested in taking part in Greenery & Landscaping China 2018 can contact our established GaLaBau event team in Nuremberg or our representative in your country now. Further details are also available from the website [www.glcexpo.com](http://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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