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FOR IMMEDIATE RELEASE

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## **Gardenex recruits exhibitors for spoga+gafa as Government confirms grants of £1,500 for eligible SMEs**

As preparations for spoga+gafa continue ahead of its planned date of 6-8 September 2020 in Cologne, Germany, the Gardenex export association has been successfully recruiting UK exhibitors for the event.

Gardenex has secured cash grants of £1,500 for small-to-medium-enterprises (SMEs) that qualify under the Department for International Trade Tradeshow Access Scheme. The funding will enable British companies to exhibit their products at spoga+gafa in a cost-effective way, while also benefiting from the wide range of practical research, logistical and promotional support offered by Gardenex, before, during and after the event.

The British pavilion organised by Gardenex will be located in a prime spot in Hall 9, and Gardenex has also secured a number of exhibitor stands in some of the other product-specific halls. Space for the show is filling up fast so interested companies should contact [katie-mai@gardenex.com](mailto:katie-mai@gardenex.com) to book their stand as soon as possible before the deadline of 30 April.

Gardenex's comprehensive British themed pavilion and stand package has been designed so that exhibitors can just turn up and display their products. The association's dedicated event organisers will help with freight, travel, accommodation and other logistics.

Gardenex also provides support at spoga+gafa via an industry information stand manned by its experienced team, and publicises the goods and services of the British group through a schedule of press releases before, during and after the show. A comprehensive preview is sent out to named international buyers in advance of the event to generate even more advance publicity for the British group.

Advice and information about how to prepare and maximise attendance at the show are also available, as well as background market information and exporting advice. There is a preferential Gardenex exhibitor support package fee for members, but non-members are also welcome to exhibit on the British pavilion.

spoga+gafa covers all aspects of practical and leisure gardening and is divided into the following product sectors: garden living, garden creation and care, garden BBQ and garden unique. The key theme for this year's show is 'Sustainable Gardens', which will be present across all segments of the event.

In spite of the current coronavirus climate, companies from 64 countries have already applied to exhibit at spoga+gafa 2020, an 8% increase on the previous year and the organisers have confirmed that should the event be postponed or cancelled, exhibitors will be reimbursed accordingly. The 2019 show attracted around 40,000 trade visitors from 124 countries, with over 64% of the visitors coming from outside Germany.

A broad spectrum of buyers is expected to attend, including representatives from garden centres, DIY stores, mail order/internet sales, supermarkets, discounters, department stores, specialist furniture retailers, landscapers and many international distributors and wholesalers of garden products that support the retail and contract trade from around the world.

Previous British group exhibitors have seen buyers from countries across Europe as well as leading distributors and retailers from markets such as the US, Canada, Dubai, Israel, China, Japan, South Korea, New Zealand and Australia.

**If you would like to book a stand on the British Pavilion at spoga+gafa with Gardenex, please contact Katie-Mai Smith at [katie-mai@gardenex.com](mailto:katie-mai@gardenex.com) before 30 April and also visit [www.gardenex.com](http://www.gardenex.com) for more information.**

**Contact Gardenex if you require further advice and assistance:**

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