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Gardenex team organises comprehensive exhibitor support package for UK suppliers at spoga+gafa 2023

New and exclusive to Gardenex, exhibitors can display a product within the high profile Boulevard of Ideas in a dedicated British Product display area

UK companies are being urged to utilise the many advantages available to exhibitors within the Gardenex-organised UK group at spoga+gafa, which will take place in Cologne, Germany, from 18th to 20th June 2023.

UK companies wishing to take a stand at the world's largest garden lifestyle trade show have the opportunity to either join the UK Pavilion or exhibit on an independent stand. Whatever choice you make, by joining the UK exhibitor group you will gain the benefit of all the support, information and advance publicity offered by the multi-lingual Gardenex team.

Gardenex has organised strong UK groups at spoga+gafa for over 30 years and as well as providing expert help, advice and promotion before the event, the team will be based on the Gardenex industry information area within the pavilion in a prime location at the show. The federation's team will be offering additional support for every UK exhibitor during the exhibition and hosting international buyers who visit the UK group to learn more about the exhibitors and their products.

Director General Amanda Sizer Barrett said: "The Gardenex association is looking forward to supporting UK exhibitors at spoga+gafa. We provide a comprehensive show support package for exhibitors, which includes organising space and stand build if required, plus advice and information on all aspects of exhibiting."

"We also organise excellent international PR coverage before, during and after the event and publish a multi-lingual Product Innovation brochure, which will be sent to international buyers drawn from our exclusive database. Then after the show we offer help to maximise sales leads and provide guidance on converting these to new export sales."

Gardenex's comprehensive UK Pavilion and stand package is designed so that participating exhibitors can just turn up and display their products. The association's dedicated event organisers will help with freight, travel, accommodation and other logistics.

- spoga+gafa's last edition featured around 1,000 exhibitors covering an area of 230,000m² over 10 halls.
- The 2022 show attracted around 25,000 trade visitors from 112 countries with over 67% of the visitors coming from outside Germany; a 2% increase on the previous edition in 2019.

- Broad spectrum of buyers attend: garden centres, DIY stores, mail order / internet sales, supermarkets, discounters, department stores plus other general retailers, specialist furniture retailers, landscapers and many international distributors and wholesalers of garden products that support the retail and contract trade from around the world, including some of the leading players from the UK.
- It covers all aspects of practical and leisure gardening and is focussed on all the main garden hardware sectors. The show is divided into the following product sectors: **garden living** (Garden Furniture, Decoration, Garden Equipment, Sports and Games, Camping and Leisure); **garden creation & care** (Landgard Plants, Plants & Flowers, Bio Chemistry and Soils, Machines and Accessories, Tools and Accessories, Garden Equipment and Sheds, Water and Lights); **garden bbq** (Grill and BBQ); and **garden unique** (exclusive presentations in the outdoor living sector).
- Germany is by far the largest market for garden products in Europe; worth around €20.8 billion.

If you are a UK company looking to enter or to increase your export sales into Europe and beyond, spoga+gafa is the world's premier annual trade showcase for garden hardware and leisure products.

NEW for 2023: Gardenex British Group of exhibitors will be able to display a product in the Boulevard of Ideas area on a British Product display area – this opportunity is exclusively on offer to the Gardenex British Exhibitor Group. The Boulevard of Ideas walkway links all the halls and entrances to the show, so a prime location to introduce your latest products to visitors.

A broad spectrum of buyers is expected to attend spoga+gafa, 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 across the world such as the US, Canada, Dubai, Israel, China, Japan, South Korea, New Zealand and Australia, as well as from the UK.

If you are interested in joining leading UK suppliers exhibiting at the show by taking a stand on the UK Pavilion at spoga+gafa 2023 with Gardenex, please contact Emma Brazier at emma@gardenex.com or Lydia Stubbs lydia@gardenex.com.

To obtain more information about the comprehensive business and export services the Federation provides to its members, please email info@gardenex.com or visit www.gardenex.com.

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