

## PRESS RELEASE

**gardiente – trade fair for garden living – is getting ready for 2023 and will once again position itself as a platform for the outdoor living segment at the beginning of July.**

***Frankfurt am Main, September 2022:*** More than 50 brands presented their latest designs for the eighth edition of gardiente, held from 4-6 September 2022 in Messecenter Rhein-Main. Specialist retailers received an insight into the new products for the coming year at the end of the season.

**gardiente night and industry came together in the Messecenter without restrictions:** Free from all restrictions, this year's gardiente brought together a range of top quality brands in a community event that offered space for personal dialogue and networking. The atmosphere among visitors and exhibitors at gardiente night on the Sunday evening was similarly relaxed.

The gardiente is following the general trend in the trade fair industry and experienced a drop in visitors compared to pre-Covid times. Verena Westphal, gardiente Project Manager: "Although we saw a fall in the number of specialist retailers attending, this was something we had expected in light of the current situation in specialist retail. Nevertheless, the exhibitors confirmed they were happy with the quality of the buyers in attendance."

In the future, gardiente would like to return to its usual time of year and meet the usual order demands and rhythm for the industry. It will do so with confidence and hold the trade fair at the start of July next year. Held across different days, with new plots and an innovative brand portfolio, gardiente will be offering a needs-based order format for the industry that's full of character from 1-3 July 2023.

The clear focus of the trade fair is underlined by close cooperation in the industry. Brands such as Musola, Musterring, outdoorLABEL, Schaffner, Sieger, solpuri, Stern and W.Schillig are planning their sole appearance at an outdoor-living trade fair to be at gardiente. "Due to the number of appointments in the upcoming season, we'll really need to have clear goals as exhibitors. For our buyers, too, taking a clear position creates transparency and helps them to prepare for the season ahead in the best possible way. In addition, the gardiente concept offers an outstanding and innovative environment in which we all feel very comfortable", says Jürgen Frank Brackmann, CEO of Stern.

"It's always been our aim to provide the industry with a platform tailored to current needs. In the future, gardiente will only go from strength to strength if everyone pulls together now. That creates a sense of connection and identity, and this spirit has been more present than ever during the trade fair. That tells us we're on the right track! Moving the dates and changing the days on which the trade fair is to be held was also a joint decision with the industry", explains Jens Frey, Managing Director of MUVEO GmbH, organiser of gardiente.

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Save the Date: 1-3 July 2023 | Messecenter Rhein-Main, Hofheim-Wallau

### **gardiente – Trade fair for garden living**

gardiente is an industry-focused trade fair for suppliers of garden furniture, parasols and parasol stands, barbecues, textiles and high-quality accessories with a specialist retail-oriented product portfolio. The central location near Frankfurt am Main and a selected sphere of exhibitors make gardiente an attractive platform for specialist retailers. Orders, information and networking are the main focus here.

**[www.gardiente.de](http://www.gardiente.de)**

### **MUVEO GmbH**

As a 100% subsidiary of CDH Mitte (Registered Association of Commercial Agencies and Distribution in Hessen, Thuringia and Rhineland Palatinate), MUVEO GmbH has been successfully active in the trade fair business for over 50 years. The trade fair formats – which we place very prominently in different industries – are always designed on the basis of industry-specific needs. The foundation of successful implementation is a close and very cooperative relationship with all stakeholders. Since the founding of INNATEX in 1997, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has also been committed to sustainability in the area of event organisation.

**[www.muveo.de](http://www.muveo.de)**

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