

## 2017 Facts and Figures

### Exhibitor Statistics

Exhibiting space: **6,500** sqm gross

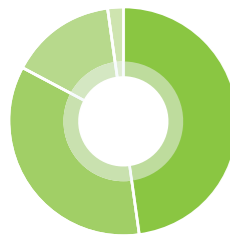
A total of **122** exhibitors from 8 countries / regions from Canada, China, Denmark, France, Germany, Japan, Sweden and the United States.

### Product Groups



- 19% Materials and Components for construction and Maintenance
- 15% Maintenance Machinery and Equipment
- 13% Plants, Seeds, Interior Green
- 10% Landscape Design
- 9% Playgrounds, Leisure Grounds, Sports Grounds
- 8% Roof Greening and Building Greening Technology
- 7% Wood Frame Construction and Bamboo Construction
- 5% Landscape Irrigation and Water Saving Irrigation Products
- 5% Landscape Construction
- 5% Urban Planning
- 4% Outdoor Landscape Lighting Products

### Comments on the Visitor Quality



- 48% Very Satisfied
- 35% Satisfied
- 15% Average
- 2% Not Satisfied

### Visitor Statistics

The total visitor figure was **7,100** from 11 countries and regions.

### Trade Visitors by Business Sector



- 24% Landscape Construction Contractor
- 21% Design Institutions
- 11% Distributors, Dealers and Agencies
- 8% Principals of Bureau for Planning, Construction, Garden & Tourism
- 7% Real Estate Developers and Investors
- 7% Architects & Building Construction Companies
- 5% Government Procurement Departments
- 5% Developers and Operators of Hotels, Parks, Resorts, Sports, Theme Parks and Camping Bases
- 3% Villa Buyers & Horticulture Supermarkets
- 3% Others
- 2% Growers, Plant Breeding, Wholesalers, Importer/Exporters
- 2% Property Managements of Commercial and Residential Estates
- 2% Greenhouse Operators

### Trade Visitors' Objectives in Visiting the Show



- 22% Building New Business Cooperation
- 16% Investment and Inspection before Ordering
- 16% Looking For New Product and Technology
- 10% Maintaining Business Relationship
- 8% Onsite Cooperation
- 8% Collecting Market Information
- 8% Looking for the Agents
- 7% Participate in Related Activities
- 3% Evaluate the Show for the Participation in the Exhibition Next Year
- 2% Others



Greenery & Landscaping China 2017 is very successful this year. The numbers of visitors has been obviously improved compared with 2016 and they are all target visitors. The largest part is greenery & landscaping designers. The quantity of our clients' information we collected in current exhibition is double of that last year. The effectiveness is more than our expectation, of course we will be here again next year.

**Mr. Tao Han, Marketing Manager, Rain Bird Corporation**

The Greenery & Landscaping China 2017 is a very professional trade fair and has a high quality of visitors. GLC provides us a platform to exchange experience and learn from each other. At the Exhibition, we got acquainted with the leaders of Shanghai Landscape Architecture and Gardening Trade Association, we appreciated for this chance.

**Mr. Thomas Zhang, Marketing Manager, Hako Cleaning System (Shanghai) Co., Ltd.**

## 2018 Fair Information

- Date:** 29-31 May, 2018
- Venue:** Shanghai World Expo Exhibition & Convention Center  
850 Bocheng Road, Pudong New Area, Shanghai 200126 China
- Opening hours:** 09:00 – 16:30 29-30 May, 2018  
09:00 – 15:00 31 May, 2018
- Space:** 10,000 sqm (7,000 sqm in 2017)
- Exhibitors:** 180 (122 exhibitors from 8 countries and regions in 2017)
- Visitors:** 9,000 (7,100 visitors from 11 countries and regions in 2017)
- Organizers:** Shanghai Landscape Architecture and Gardening Trade Association  
NürnbergMesse China Co., Ltd.
- Supporter:** Shanghai Landscape Administration Bureau



**Greenery & Landscaping China 2018**



## Greenery & Landscaping China 2018 -China International Fair & Conference for Greenery & Landscaping

Hall 2, Shanghai World Expo Exhibition & Convention Center  
Shanghai, China  
29 – 31 May, 2018

### Contact Us

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## China - a Giant Market in the fields of Municipal Real Estate Landscaping

With the rapid development of urbanization in China, the greenery and landscaping industry has entered into a brand new phase. The needs of municipal real estate landscaping keep growing vigorously. The concept of consumption upgrade, national urban planning policies and the construction of "Garden City" and "Eco City" stimulate and accelerate the development of the landscaping industry in China.

- The urbanization rate continues to promote the development of the greenery and landscaping industry. By 2015, China's urbanization rate reached 56.1%. But compared with the average rate of more than 70% in developed countries, there is still a lot of room for development.
- The new concept of city construction such as Sponge City makes the investment of municipal gardens into high demand.

Urban infrastructure upgrade improves the investment of municipal landscaping. From 2006 to 2015, China's urban green space increased from 1.32 million hectares to 2.67 million hectares with an average annual growth of 8.13%. The annual output value of national virescence maintenance will be more than 50 billion yuan. (2 yuan per sqm). With the increasing green area in China, the maintenance market will continue to increase and accumulate, and the potential market capacity is considerable in the long run.

- Real estate garden ranks No. 2 in scale which makes up 30% of the total industry. The steady and healthy development of the real estate market is the important support for the sustainable development of real estate garden.
- The consumption upgrade drives the needs of landscaping construction in the fields of tourist real estate. With the fast growth of leisure vacations and tourist real estate industry, it will greatly promote the development of greenery and landscaping professionally in China.

## About Greenery & Landscaping China

Organized by NürnbergMesse China and Shanghai Landscape Architecture and Gardening Trade Association in 2017, Greenery & Landscaping China was extremely successful with its new concept and features, which had built the worldwide network in the industry. NürnbergMesse GmbH is the organizer of GaLaBau, the biggest and most important international trade fair for Urban Green and Open Spaces in Europe.

### Highlights in 2018

#### Specialization of the sector of Construction/ Maintenance machinery to meet the market demand

The mechanization of landscaping is an inevitable choice for China to develop its landscaping industry. In the meantime, the market should be cultivated for mechanization of landscaping work. Now, with the fledgling market for greenery maintenance products yet to be truly awakened, it's no doubt that the future of the whole garden machine industry will be promising.

GLC, as the leading trade fair in China, will help to establish the confidence of companies to be boosted actively in the market. Whether a product is popular or not is dependent on whether it's perfectly compatible with the whole market.

#### Increased promotion in north and southwest China, to expand the show influence in different cities all over China

The show originated in Shanghai and is committed to covering all provinces of China. Various kinds of roadshows will be planned in Chongqing, Xiamen and Beijing. To raise the awareness of regional buyers from different channels (contractors, design institutions, architects, real estate developers, etc), to help the exhibitors to set up the new communication with local partners.



### Supporting Programs

- China International Symposium on Ecological Landscape Planning and Construction
- Innovation Time Cultural & Tourism Landscape Forum
- China Smart City & Planning and Design Forum
- Theme Park Construction and Non-power Recreational Facilities Safety Seminar
- On-site Demonstration of Garden Machinery and Tools
- Visitor delegation tour from other provinces green management departments.



#### Fairground upgrade, more convenient to capture the visitors

By moving to hall 2 of Shanghai World Expo Exhibition & Convention Center, the show will be presented in a more accessible location with the direct entrance and modern infrastructure.

#### High level international congress will be held continuously

Due to the intense cooperation between NürnbergMesse and a renowned international trade media, GLC successfully held a high-profile international conference forum named "Fit for Future, Building the Liveable City". Prominent speakers from the Netherlands, Australia, Germany and the United States addressed the issue of how liveable cities can be created from different perspectives. In 2018, the conference will be held again. Topics like sponge city, climate changes and digitalization of cities will be discussed actively.

### Product Ranges

- Landscape Design
- Building Design
- Urban Planning
- Construction Machinery and Equipment
- Landscape Construction
- Maintenance Machinery and Equipment
- Materials and Components for Construction and Maintenance
- Roof Greening and Building Greening Technology
- Wood Frame Construction and Bamboo Construction
- Outdoor Landscape Lighting Products
- Playgrounds, Leisure Grounds and Sports Grounds
- Plants, Seeds and Nurseries
- Associations, Medias and Services



### Target Visitor Groups

- Landscape Construction Contractor
- Landscape Maintenance Contractor
- Other Construction Contractor
- Principals of Bureau for Planning, Construction, Garden and Tourism
- Government Procurement Departments
- Real Estate Developers and Investors
- Property Managements of Commercial and Residential Estates
- Distributors, Dealers and Agencies
- Growers, Plant Breeding, Wholesalers and Importer/Exporters
- Developers and Operators of Hotels, Parks, Resorts, Sports, Theme Parks and Camping Sites
- Architects & Building Construction Companies
- Design Institutions
- Greenhouse Operators
- Nursery/Turf Operators
- Golf Course Professionals



### Participation Fee

Raw Space (36sqm minimum)	Zone A	Zone B
	RMB 2,000/sqm	RMB 1,400/sqm
Shell Scheme (9 sqm minimum)	Zone A	Zone B
	RMB 2,300/sqm	RMB 1,600/sqm

(6% VAT included)

