

# ELMIA GARDEN 2016 5-6 OCTOBER

## PRESS RELEASE

## FOCUS ON RETAIL DEVELOPMENT, EDIBLES AND INNOVATIONS

**Elmia Garden 2016 offered garden trendspotting, an exhibition of the nominated entries for the Elmia Garden Award, the Perennial of the Year 2017, Createshop for florists, inspirational lectures and the market's new products for next year.**

New product releases and the retail trade were in focus at this year's Elmia Garden. Two exhibition halls were filled with inspiration and over 200 exhibitors, who presented a broad mix of innovations for the garden industry. →→

"It was terrific to see all the innovative and creative products offered by the exhibitors at the fair," commented Henrik Landén, project manager of Elmia Garden. "It's clear that the industry's new products aroused a lot of interest among our visitors. I believe 2017 will be an exciting gardening year."

### **New products and tomorrow's challenges**

Some of the well-attended seminars included interpreting next year's garden trends, new seeds and berries, and inspirational talks about public park environments. Marcel Jansen, retail specialist from Amsterdam, was also present to speak on the theme of next level retailing. He discussed such topics as how garden centres and shops can market themselves in future to the younger generation of consumers.

"They're no longer buying products but rather solutions and concepts, which they order online," he said. "At my seminars I discuss how companies can make their product relevant so the target group both wants to buy it and talk about it, for instance via social media."

### **Wild and luxuriant arrangements created during Createshop**

This year's fair featured a new event: Createshop in flower arranging. Sixteen participants came to Jönköping to create their own unique flower arrangements before an audience and under the guidance of inspirational florist Nicklas Jensen.

Elmia Garden is northern Europe's most important meeting place for professionals who work in the garden retail industry and with public green spaces. This year's fair attracted 3,325 visitors. The fair is annual and the next edition is 4-5 October 2017.

