

- Press release -



**demopark + demogolf**  
**Eisenach**  
**23. - 25. Juni 2013**  
**Internationale Ausstellung**  
**International Exhibition**  
**www.demopark.de**

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## **demopark + demogolf continues to rely on good cooperation at the Eisenach location – “Unique concept for success on the European trade fair scene”**

Frankfurt am Main, 07 December 2011 – With a symbolic handshake, VDMA Managing Director Dr. Bernd Scherer and the Deputy District Administrator for the Wartburg district, Friedrich Krauser, reaffirmed the proven successful collaboration regarding the realisation of the international open-air exhibition demopark + demogolf. “With the demopark event from 23 to 25 June 2013, we are looking forward to coming to Eisenach for the fifth time,” stated Dr. Scherer in conjunction with the regular meeting of the trade fair advisory committee.

### **Established venue for European gardening professionals**

“In recent years, the good cooperation of all those involved from industry, politics and the associations has transformed demopark into what it now is – Europe’s largest open-air exhibition for the green sector,” continued Dr. Scherer. According to his words, Eisenach has now become an established venue for European gardening and landscaping professionals, with a total area of 250,000 square metres, around 400 exhibitors and most recently 36,000 trade visitors.

### **Further growth expected**

“The incredible dynamism of the exhibition not only confirms our successful work but also motivates us to continue developing this concept for success, which is unique on the European trade fair scene – demopark is to expand further,” stressed Dr. Scherer.

In this regard, the traffic situation in particular still has optimisation potential. In future, the systematic use of both motorway exits, Eisenach-Ost and Sättelstädt, is expected to result in a perceptible improvement in traffic flow.

A fair by



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## **An international advertisement for Thuringia**

“In view of the significance of this major event for the Eisenach business location, for 2013 we are working intensively on even better traffic management concepts – particularly for the peak hours in the morning and evening,” emphasised the Deputy District Administrator Friedrich Krauser. After all, as a leading international trade fair, demopark + demogolf has now become a veritable advertisement for Thuringia.

As the largest European open-air exhibition for the professional use of machinery for green space care, gardening, landscaping and the municipal sector, demopark + demogolf provides a unique opportunity to experience the practical, application-oriented operation of machinery and devices, in an area of more than 250,000 square metres. The exhibition is organised by GzF (Gesellschaft zur Förderung des Maschinenbaus mbH), a wholly-owned subsidiary of VDMA. More information can be found at [www.demopark.de](http://www.demopark.de).

**Do you have questions? Christoph Götz, telephone +49(0)69-6603 1891, will be pleased to provide you with additional information!**