

- Press Release -



Contact Christoph Götz
Phone +49 69 6603-1891
Fax +49 69 6603-2891
Email presse@demopark.de
Date 2011-06-30

demopark + demogolf 2011 breaks all records – “ultimate innovation platform”

Frankfurt, 30 June 2011 - Growing by seven and a half percent, demopark + demogolf 2011, which is conceptually supported by VDMA and ended on Tuesday in Eisenach, broke all records to date. A total of 36,000 trade visitors obtained information about product innovations and trends in the green industry at Europe's largest open air exhibition.

“408 exhibitors and 250,000 square metres of presentation space have turned demopark into the ultimate innovation platform”, says VDMA Managing Director Dr. Bernd Scherer, who is in charge of the exhibition.

Mega trends electronics and electrification

Trendsetters for this year's innovations were the mega trends electronics and electrification, which offer high-tech solutions for practitioners. demopark has become a veritable technology leader of “green exhibitions”, according to Dr. Scherer. Market-ready alternative drive solutions are especially high in demand. Particularly in the golf and maintenance area, for example caddies or motor saws, high-performance vehicles and devices with electric drives offer excellent application options and simultaneously contribute to climate protection.

50,000 trees for Ethiopia

At the same time, new technologies designed to reduce emissions are not enough: “For each demopark visitor, we will have one tree planted in Ethiopia by the well-known relief organisation Menschen für Menschen (People for People) of Karlheinz Böhm. This effort will add up to 50,000 trees, including the generous sponsorships of exhibitors”, explains Dr. Scherer. It means that demopark is sending a very clear signal for climate protection, which “has also been acknowledged by the visitors to the exhibition”, Dr. Scherer continues.

A fair by



Gesellschaft zur Förderung
des Maschinenbaues mbH
Expo Management
Lyoner Strasse 18
D-60528 Frankfurt am Main
Phone +49 69 6603-1892
Fax +49 69 6603-2284
Email: presse@demopark.de
Internet: www.demopark.de

Chairman
Of the Supervisory Board:
Joachim Rohwedder
Geschäftsführer:
Holger Breiderhoff
Sven Laux
Peter Micknass
Dr. Josef Trischler

Place of business:
Frankfurt
Registergericht:
Local Court Frankfurt
HRB10883
Tax No. 045 234 36106
VAT ID-No. DE 114156212

Deutsche Bank AG, Frankfurt
BLZ 500 700 10, Kto. 928499
IBAN DE29 5007 0010 0092 8499 00
SWIFT DEUTDEFF
Dresdner Bank AG, Frankfurt
BLZ 500 800 00, Kto. 912803
IBAN DE88 5008 0000 0091 2803 00
SWIFT DRESDEFF

Visitor expectations almost fully met

According to a representative visitor survey conducted by a well-known market research institute, almost 98 percent of visitors had their expectations met by the exhibition – also thanks to an improved transportation situation. “Even though we did have some issues at the beginning of the exhibition, we were able to warrant overall good access and departures”, says Dr. Scherer.

“This was only made possible by establishing intensive contacts with local decision-makers, particularly the Wartburg district police force. Of course we regret the resulting traffic restrictions, which will be rectified in the future.”

On the other hand, the fact that many visitors used the organised travel option was viewed as very positive, as was the overall result: 93 percent of visitors plan to visit Eisenach again in 2013, when the eighth demopark + demogolf will be held from 23 to 25 June.

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