- Press information -

demopark 2023
+ Sonderschau Rasen mit Golf- und Sportrasen
Turf Show with Golf and Sports Turf
Flugplatz Eisenach-Kindel I 18.–20. Juni 2023
www.demopark.de

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demopark 2023 – „Discover innovation interactively“

Europe's largest open-air exhibition in Eisenach from June 18 to 20

Darmstadt/Frankfurt, April 19, 2023 - In just two months, it will once again be power and precision, action and advice, when the green industry invites you to Eisenach for the twelfth time: to demopark 2023, Europe's largest outdoor exhibition of its kind.

"Anyone looking for innovation with a guarantee of efficiency is in exactly the right place. Because demopark is and will remain the first port of call for green professionals, gardeners and landscapers, greenkeepers and municipal decision-makers," says Dr. Tobias Ehrhard, demopark trade director and managing director of the VDMA Agricultural Machinery Association.

Future forum of the green sector

More than 100 innovative machines, equipment and software tools for municipalities, green space maintenance and golf course construction took part in this year's challenging demopark innovations competition. 16 of them will be awarded the coveted gold and silver innovation medals in June.

"Whoever comes to Eisenach enters the future forum of the green sector. This is where you can see what direction the journey is taking in terms of technology, but also in terms of business management," says Ehrhard. The innovation show, which is sponsored by the VDMA, attracts a good 35,000 industry professionals to the Wartburg city every two years.

To touch, not just to look at

Close to the visitor, close to the practice. demopark has followed this self-image from the very beginning – with great success.

"It's not without reason that we decided this year to literally make our brand essence our motto: Because for us, it's first and foremost about

'discovering innovation interactively'. We want people to touch and try out high-tech. Just looking at it is usually not enough," explains Ehrhard.

The Who's Who of the sector

demopark once again proves its industry-wide drawing power at this year's Restart. With around 400 national and international exhibitors, the trade fair is operating at the limits of its capacity, especially since many exhibitors have noticeably increased the size of their booths in order to be able to welcome visitors in an even more attractive environment. "It is particularly pleasing that we are also successful on the international stage: Almost 80 foreign exhibitors from a total of 14 European and non-European countries will be on site this year. This is also an indication of demopark's international aspirations. The Who's Who of the industry meets in Eisenach," emphasizes the trade fair director.

German market volume at the billion mark

In terms of the economy, industry is also coming to Thuringia with a tailwind. This is impressively illustrated by the development of sales from German production. The manufacturers of machines, equipment and software for green, gray and white maintenance in Germany have achieved a cumulative increase in sales of almost 30 percent in the past four years since the last demopark. "For 2022, this means that a production volume of 570 million euros is on the books – a new all-time high. The total German market volume, which also takes imports into account, is even 970 million euros, just short of the billion euro mark," reports Tobias Ehrhard.

Broken down by industry segment, the strongest growth in 2022 was achieved in the most important field of application in terms of value, green care, with increases of a good 8 percent. This includes the entire area of mowing and soil cultivation technology. Grey maintenance, i.e. the maintenance of stone, asphalt, gravel and crushed stone surfaces, grew by just under 3 percent in the same period, while white maintenance, namely the winter maintenance business, also made a positive contribution to earnings with an increase of 2.5 percent.

Further sales growth of 6 percent forecast

For the current fiscal year, the VDMA is forecasting further growth at the manufacturing sites in Germany. Order intake, which is considered a key early indicator for future business development, is currently pointing upwards in all product segments and is up between 2 and 5 percent.

"Demand is at a high level both nationally and internationally. Our export quota of well over 50 percent in the meantime makes it clear that innovative machines and equipment made in Germany are being used successfully around the globe to meet the challenges facing municipalities, gardening and landscaping," says Ehrhard.

In 2023, the VDMA expects German production volumes to increase by a healthy 6 percent to more than 600 million euros.

Efficiency impetus thanks to automation and digitization

Technological progress, which is also more dynamic than ever in the green industry, is a key driver of demand in virtually all markets. The trend toward automation and digitization is advancing rapidly throughout the industry: "Greater efficiency, better controllability and monitoring, documentation in real time and networking are the key concepts behind this," explains Ehrhard.

But what does that mean in concrete terms? Remote monitoring of machines offers a tangible example. This means that the position and operational status of the machines equipped with it can be constantly transmitted via the Internet. In this way, owners and fleet managers can ensure that any departure from the specified area or operating faults are detected immediately and that remedial action can be taken quickly in the event of problems, in some cases by remote diagnosis. Swarm intelligence for mowing or autonomous approaches to machine operation are also on the rise.

In practice dialogue: Special Lawn Show and Municipal Day

"Naturally, a future forum also includes a professionally supported practical dialog. We are organizing such a dialog this year with the proven concepts of the demopark special show and the demopark municipal day," explains Dr. Tobias Ehrhard.

Clearly on course for innovation and sustainability is this year's edition of the special show on turf with golf and sports turf, which will once again feature numerous technical ideas and practical tricks. On the Tuesday of the trade fair, June 20, visitors can also expect a decidedly diverse portfolio of topics at the demopark municipal day: "Those who want to find out about green space maintenance in the urban environment will get their money's worth here, as will those who have digital and sustainability topics or questions of business management in mind. Under the heading 'Future perspectives for municipalities', we will provide fresh impetus for central opportunity topics in our industry – true to the motto: efficiency counts," sums up the trade fair director.

demopark is organized by VDMA Services GmbH, a wholly owned subsidiary of VDMA. With a good 25 hectares of space, the generously laid out demopark grounds in Eisenach offer enough room for machines and equipment to be put through their paces on site. For more information, visit www.demopark.de

Do you have any further questions? demopark press officer Christoph Götz, Tel. +49 69 6603-1891, is at your disposal for further information!

Dr. Tobias Ehrhard, Exhibition Director of demopark. Source: Kastner.