**- Press Release -**



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**Press Release 6**

**demopark Novelty Competition 2021**

**Strong innovations boost industry's economic boom**

Frankfurt, August 26, 2021 - Around 50 exciting innovation ideas competed for the prestigious innovation medals in this year's demopark novelty competition. "Five gold and eight silver awards show the remarkable technological dynamism of our industry as if under a burning glass," says demopark trade fair director and VDMA managing director Dr. Bernd Scherer.

**Electrification and digital tools in pole position**

The expert jury, made up of technology journalists from leading industry titles, did not have an easy time selecting the winners. "The numerous submissions were all of a very high standard, so it was a close race," explains Scherer. The broad spectrum of award-winning innovations spanned a wide range of machinery and equipment for green, white and grey maintenance represented at demopark.

"One of the general technology trends is the manufacturers' electrification offensive, which is now taking hold everywhere and is often linked to digital applications for process optimization and automation," Scherer sums up.

**Boom in the factories**

There is also good news in terms of the economy: "Apart from isolated frictions in supplier parts, there is currently enormous dynamism in the markets of the green industry. Almost 90 percent of our members rate the current performance of the sector as positive.

The same positive value applies to the industry's future expectations," the VDMA managing director is pleased to report. According to a recent survey by the association, about 80 percent of manufacturers expect further growth in the coming six months. "The incoming orders confirm this trend for the entire European business," explains Scherer.

**Cross-segment growth**

With a few exceptions, the VDMA sees a fairly homogeneous cross-segment growth trend that applies equally to green, white and grey care. Attachments for municipal tractors and single-axle power equipment grew exceptionally strongly in the first half of 2021, with an increase of 10 percent. However, business with sweepers and winter maintenance equipment also showed its positive side in the current season.

**Face-to-face meetings essential for successful business**

"In view of the significantly reduced instruments currently available in sales and marketing, this development is extremely remarkable. However, personal meetings with business partners, machine demonstrations and trade shows continue to be essential for trusting, long-term business relationships. That's why we're counting on a short-term restart of the event sector," says Scherer.

**Next demopark in June 2023**

The date for the next demopark has already been set: from June 18 to 23, 2023, the airfield in Eisenach will once again be buzzing with activity - with brand-new technologies to touch and try out.

On around 250,000 square meters of exhibition space, demopark will offer a unique spectrum of innovative technology, exciting machines, equipment and digital solutions for use in gardening and landscaping, for municipal applications and for sports and golf course maintenance. For more information, visit [www.demopark.de](http://www.demopark.de)

**Do you have any questions? demopark press spokesman Christoph Götz,**

**Tel. +49 69 6603-1891, will be happy to provide you with further information!**