

Gardenex secures government funding for major international garden trade exhibitions

The Gardenex export federation has been successful in securing cash grant funding for four major international garden trade exhibitions in the Government's latest bidding round.

The funding is available to eligible SMEs under the DIT's Tradeshow Access programme and will enable British companies to exhibit their products to international markets in a cost-effective way, while also benefiting from the wide range of practical research, logistical and promotional support offered by the Federation.



In addition to the shows in the US, Germany and Japan – where Gardenex has extensive experience of organising exhibitor-groups – the federation has secured funding for Myplant & Garden which is held in Milan, Italy (in Spring 2019).

It is the first time that TAP funding has been offered for a British group at an Italian garden trade show.

The decision to include Myplant & Garden on the April 2018 – March 2019 schedule follows a scoping visit by Gardenex earlier in 2017, when it was recognised that the show offers considerable opportunities for suppliers of both plants and hard goods.