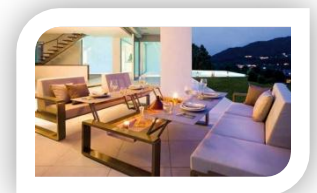


# GARDEN TRADE 2011

The Green Marketplace for All!

- ✦ Organised by the Industry for the Industry!
- ✦ First ever Landscape Industry mega event and exhibition by LIAS
- ✦ Unique in its own right with a gigantic outdoor exhibition area
- ✦ More than **80,000** visitors expected
- ✦ More than **180** booths of all sizes
- ✦ More than **10,000 sqm** of exhibition and event space
- ✦ Set amidst lush greenery and natural environment
- ✦ Appealing to both Trade Visitors and Consumers alike
- ✦ Great Procurement and Business Opportunities for Trade Visitors
- ✦ Great Bargains and Special Promotional Items for Consumers
- ✦ Fantastic Prizes to be Won by all Trade Visitors & Consumers
- ✦ Great Entertainment and Exciting Activities Awaits!



## ABOUT GARDENTRADE 2011

GardenTrade 2011 is a targeted event aimed towards enhancing the productivity, creativity and economic viability of the Landscape Industry in Singapore. With the Gardens By the Bay further enhancing the iconic tagline of a garden city, this event brings together the people, technologies, suppliers, customers, supporters and the industry that has created, maintained and further developing the notion of the garden city.



Participants will have access to important relevant sector of the market with buying power, striking up new business alliances and while indulging in the exchange of industry know-how. The mass public would also benefit greatly from the great bargains that will be available during the event as well as be drawn into a carnival-like experience with interesting activities, exciting entertainment performances and fantastic prizes to be won. In fact, every single visitor to the event stands a chance to win attractive prizes simply just by visiting the event. Styled after the GardenTech event previously organized by National Parks Board, GardenTrade 2011 promises to be a unique experience for both the trade visitors and the consumers alike.

Held in a lush and idyllic natural environment located within Garden Hub @ Margaret Drive, GardenTrade 2011 promises an event like no other for businesses and families to participate in.

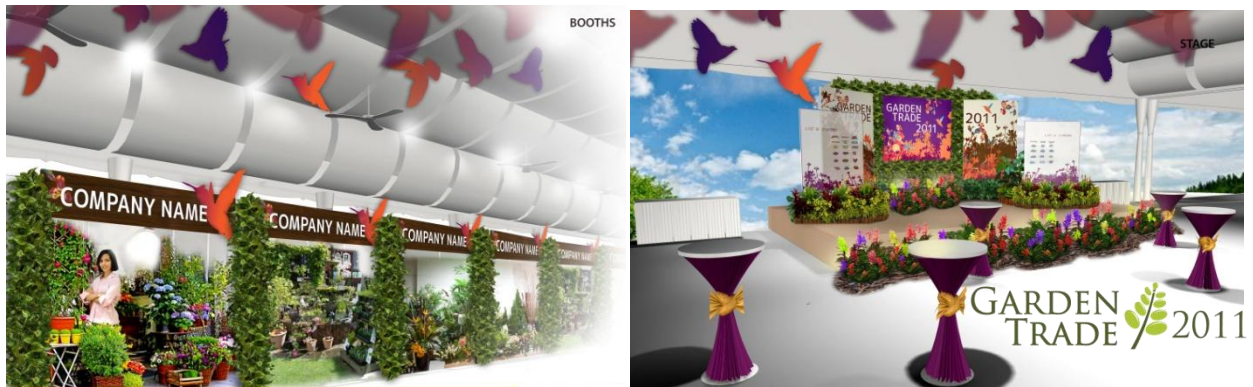
Organised by the Landscape Industry Association (Singapore) and produced by Inspiration Ideas Pte Ltd, GardenTrade 2011 is the event for the Landscape Industry both locally and regionally, to meet, do business and experience the beauty and benefits of the Landscape Industry.

GardenTrade 2011 is proudly supported by National Parks Board, CUGE and the Singapore Tourism Board.

The event is also proudly supported by Cityneon Holdings, one of the top exhibition and events Logistics Company in Singapore with more than 50 years of exhibition logistics and management experience.



# ARTIST'S IMPRESSIONS OF GARDENTRADE 2011



## ABOUT THE ORGANISERS & SUPPORTERS

### Organiser: Landscape Industry Association (Singapore)



LIAS (formerly known as LCAS) was incorporated on 11th May 2001. The mission of LIAS is to develop and promote professionalism and quality in landscape products and services to fulfill Singapore's vision of being a City in a Garden. LIAS provides a forum for members to foster better networking, encourage industry discussions and maximize trade opportunities. The Association disseminates updates on industry information, organizes trade programmes and promotions as well as activities relating to landscaping.

### Event Producer: Inspiration Ideas Pte Ltd



Inspiration Ideas was founded in the year 1998 as Inspiration Events. Over the years, the company had transformed into a full service events management and marketing company that not only manages events but conceptualise, designs and creates a difference in every assignment. Inspiration Ideas is a proud member of the International Festivals & Events Association based in the USA with global representation.

### Official Venue: Garden Hub



Set amid lush greenery and situated just minutes away from the city centre and prime areas of Holland Road, Bukit Timah, Tanglin and Orchard Road, the Garden Hub is a one-stop centre for all landscaping and horticulture businesses. The impressive eight hectare- (about 860,000 square feet) site at Margaret Drive - previously a Housing Development Board nursery, has a diverse mix of tenants with a wealth of experience in the landscaping and garden supplies business. The synergy between the different businesses has created an exciting and enriching environment for the tenants and visitors alike.



## Official Event Logistics Partner: Cityneon Holdings Limited



CITYNEON is a leading provider for event and exhibition services in Asia & Middle East, with expertise in the design and construction of interior architectures, galleries and theme parks. Since its establishment in 1956, the company has grown from strength to strength to offer a diversified scope of services, serving clients through a global network of fully owned offices, associates and strategic partners.

## Supporting Partner: National Parks Board



National Parks Board (NParks) is responsible for providing and enhancing the greenery of the Garden City. Beyond green infrastructure, NParks is committed to enhancing the quality of life through creating memorable recreational experiences and lifestyles.

## Supporting Partner: Centre for Urban Greenery and Ecology (CUGE)



The Centre for Urban Greenery and Ecology, or CUGE in short, is jointly established by the National Parks Board and the Singapore Workforce Development Agency. CUGE has a critical mass of knowledge to share and advance expertise on urban greenery and ecology. CUGE provides professional skills training programmes for all levels of professionals and is a national training institution of the Landscape Workforce Skills Qualifications (WSQ).

## Supporting Partner: Singapore Exhibition & Convention Bureau



### About the Singapore Exhibition and Convention Bureau

The Singapore Exhibition and Convention Bureau (SECB), part of the Singapore Tourism Board (STB), is the lead government agency for the business events sector in Singapore. Its mission is to champion business travel and business events as key drivers of the tourism sector and enablers for cluster growth in Singapore. It also assists business event organisers, corporations and associations by providing comprehensive and impartial information on Singapore's MICE facilities, incentive venues and industry partners. The SECB is a member of the BestCities Global Alliance, the world's first and only convention bureau alliance with eight partners in five continents.



## WHY VISIT GARDENTRADE 2011

### For the Trade Visitors

It is an opportunity to view New Products/Technology and be informed about new market trends. The event will also provide the opportunity to establish new manufacturers/suppliers channels both locally and around the region. This One-Stop event for all Gardening, Playground, Landscaping Design and Services, Landscape Architecture needs with more than 10000sqm of exhibition and event space will assist in the development of Procurement Assessments and Evaluations. The enhanced representation by exhibitors from the local and regional markets provide for Networking Opportunities and Business Matching Opportunities. GardenTrade 2011 will also be a gathering of the industry to come together and to explore further growth and development.



### For the Consumers

GardenTrade 2011 will have a fun carnival-like atmosphere for visitors where the event is an attraction/destination in addition to sales and promotion activities by Gardening and Landscaping related merchants. There will be gardening workshops conducted by experts in this field, exciting entertainment performances, interactive games, carnival games stalls and special auctions on bonsai, equipment, seeds, etc



## GARDENTRADE 2011 HIGHLIGHTS

- Attempt to set a Singapore and even the World Record for the longest Community Herb Planter (estimated to be more than 1 KM long)
- Entertaining performances that include the talented Jack & Rai, magic shows, belly dancing performances, heart thumping percussion performances, etc
- Interactive games that include the Amazing GardenTrade Trail, Virtual Golf, etc
- Daily Visitors Lucky Draw in which all visitors to the event stand a chance to win fantastic prizes such as 3D2N Phuket Trip for 2, IPAD 2, Hotel Stays at Resorts World Sentosa, Universal Studio Singapore Admission Tickets and lots more
- Daily Shoppers / Buyers Lucky Draw in which all purchases /orders are rewarded with additional chances in this special draw. Prizes for this includes 4D3N Bali Trip for 2, LED TVs, IPAD 2 and lots more.
- Special workshops for both Trade and Consumers that are free of charge
- Special Auctions on Items Exhibited
- Special Trade events for the Trade Exhibitors and Trade Visitors

## EXHIBITOR PROFILES

GardenTrade 2011 will have a showing of businesses that are engaged in the following:

✓ Arboriculture	✓ Fertilisers & Soil Supplements
✓ Artificial Plants	✓ Garden Lightings
✓ Community Gardening	✓ Garden Tools, Accessories & Hardware
✓ Gardening Groups & Media	✓ Garden & Building Supplies
✓ Florists (Retail & Wholesale)	✓ Golf Course and Equipment
✓ Green Wall & Green Roof Specialists	✓ Horticulturists
✓ Hydroponic System Integrators	✓ Hardscape Contractors
✓ Irrigation Systems & Supplies	✓ Landscape Contractors
✓ Outdoor Furniture	✓ Landscape Designers & Consultants
✓ Outdoor Sheds & Structures	✓ Outdoor Cooling Systems
✓ Pest Control and Pesticides	✓ Playground Equipment
✓ Ponds, Filters and Fish Specialists	✓ Retail Nurseries
✓ Soil Treatment & Supplies	✓ Timber Decks & Structures
✓ Swimming Pool Specialists	✓ Waterproofing Specialists



## VISITOR PROFILES

Trade Visitors will comprise of the following:

✓ C-Level Executives	✓ Directors
✓ Government Officials	✓ Statutory Board Officials
✓ Procurement Managers	✓ Tender Bid Managers
✓ Project Managers	✓ Landscape Contractors
✓ Human Resource Managers	✓ General Contractors
✓ Estate Management Managers	✓ Town Councils Management
✓ Property Developers	✓ Construction Companies
✓ Project Management Companies	✓ Landscape Architects & Designers
✓ Country Clubs Management	✓ Gardening Retailers
✓ Maintenance Contractors	✓ Gardening Groups

For Consumers, it will largely consist of gardening enthusiasts, families, retirees, landed property owners, home owners, schools and institutions.

## PUBLICITY & MEDIA

GardenTrade 2011 will be publicized via a variety of platforms both online and offline. The medium of publicity will include:

- Event listings in Entertainment magazines, Trade Magazines such as Landscape Forum Magazine and Southeast Asia Building, Mass print ads, Mass lifestyle magazines, Online lifestyle portal, Interest forums, etc
- Online Publicity via Singapore Tourism Board's Website, LIAS's Website, WDA Events Calendar, Nparks Event Calendar, Garden Hub's Website, FaceBook, etc.
- An official website : [www.gardentrade.net](http://www.gardentrade.net)
- Email Marketing and Direct Mail Marketing
- Flyers Distribution to surrounding residences and other targeted areas.
- Mass Media. (The Straits Times, Lianhe Zaobao, Today, Radio and TV)
- Advertisements on Outdoor Media like Buses, Trains and Taxis
- Press Conferences, Statements and Interviews as well as articles of interest



## CONTACT DETAILS

For more details and information on the event, please contact the following:

**General Enquiries** - Contact Numbers: +65 6435 7351

Email: [gardentrade2011@inspiration-ideas.com](mailto:gardentrade2011@inspiration-ideas.com)

**Booth Sales & Enquiries**  
**Sponsorships Enquiries** - Mr Jason Lim / Mr Anilraj  
Contact Numbers: +65 6435 7351  
+65 64357352

Email: [gardentrade2011@inspiration-ideas.com](mailto:gardentrade2011@inspiration-ideas.com)  
[jason@inspiration-ideas.com](mailto:jason@inspiration-ideas.com)  
[Anil@inspiration-ideas.com](mailto:Anil@inspiration-ideas.com)

**Media Enquiries** - Mr Nicholas Mok  
Contact Number: +65 6438 7592

Email: [Nicholas@anticsatplay.com](mailto:Nicholas@anticsatplay.com)

All Printed Mail and Sponsorships/Exhibitor  
Registration Forms are to be addressed to:

**Attn: GardenTrade 2011 (Finance & Admin)**

**195 Pearl's Hill Terrace #03-15**  
Singapore 168976

**GARDEN  
TRADE**  **2011**

**Join us at The Green Marketplace for All!**

