

Great turn out – despite heavy snow!

There were more exhibitors at Harrogate Nursery Fair in 2013 than ever before, with eight halls packed to bursting with the latest new baby product launches and numerous new brands entering the UK nursery market for the first time. A number of exciting developments for the show included the occupation of the newly built Hall G of the Harrogate International Centre which proved hugely successful for the companies exhibiting there and provided a welcoming atmosphere for visitors to the VIP lounge and Press Office.



The truly international aura surrounding Harrogate was remarked on by those familiar with the show, probably owing to a notable increase in exhibitors and visitors from around the world. The show welcomed a North American Pavilion for the first time which looks set to return next year; and active meetings took place with a view to hosting a similar Chinese Pavilion in 2014.

Of course, a significant topic of conversation for the duration of the Nursery Fair 2013 was the unprecedented cold weather and heavy snowfall which contributed to one of the coldest Marchs' on record. However, despite this, those with serious business in mind braved the elements and although visitor numbers were slightly down, the general consensus was 'quality over quantity' and order books filled fast for the majority of exhibitors both new and old.



Mitch Levine, managing director of Chicco, commented: "We were absolutely delighted to have doubled our March order bank from this year's show against 2012. The enormity of demand caught us 'a little cold', similar to the weather! But our order processing, warehouse and logistics teams are working hard to ensure that retailers have their stock as soon as possible."

Judith Dayus, director of Great Gizmos Ltd, added: "We had a good show at Harrogate this year despite the weather. We were surprised at

how many people made the effort to get there. Nursery buyers must be a hardy bunch! We had a record number of orders and plenty of good quality leads to follow up. It was encouraging to see some of our long standing customers and very refreshing to see new retailers who are just in the process of opening shops even in the current economic climate."

There was also a good turnout from the press with editors seeking new story ideas from the majority of consumer baby titles including Mother & Baby, Bounty, Gurgle, Practical Parenting and Pregnancy. Alison Canavan, reporter for the Daily Mail visited the show for the first time and said: "I had a great day and found that one day was far too short. I got lots of ideas for articles and my editor is thrilled. I thought it was a very well organised show and I will definitely be back."

The entire show organising team is delighted with the positive feedback received which is backed up by many exhibitors reserving their stand space in advance for next year, even though bookings don't officially open until May.

Adrian Sneyd who heads the Nursery Fair team said: "I'd like to convey a special thank you to all of our 2013 exhibitors and visitors. Despite the unprecedented weather conditions we had a 100% turnout from all of our exhibitors and on the whole most visitors also made the extra effort to attend the show which provides the only chance to view all the latest products in the UK this year.



"The quality of buyers attending meant that the show was a major success with the American Pavilion and new hall G exhibitors presenting an extra dimension not seen before at the show. We hope we can continue to build on all this success and look forward to developing ideas with our overseas partners to further enhance and grow the show for 2014 – when we very much hope that spring sunshine and daffodils will be back on the agenda once again!"

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