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Harrogate offers hope at the end of the rainbow

Harrogate International Nursery Fair has announced a new date for the UK's only baby trade show – **Sunday 18th to Tuesday 20th October 2020**. Taking place at the Harrogate Convention Centre, this new event will replace the intended show in March 2020 which was postponed due to Covid-19.

Adrian Sneyd, show organiser, explains: "Things have been very uncertain for every sector in the past few months and it has been difficult to pin down a specific date. However, Prime Minister Boris Johnson has now said that the government hopes to reopen some of the hospitality industry and other public places by July – so we believe that the October date being almost half a year away is realistic and achievable.

"Naturally, even looking this far ahead, safety of exhibitors and visitors is of primary importance and we will be taking advice and implementing methods to ensure that the show provides an effective business platform without putting participants at risk. This will be based on guidance applicable nearer the time but might need to include precautions such as having a different layout with wider aisles, considering how visitors access stands, and providing plenty of hand sanitizer. Obviously more information will be available nearer to the show."

Announcement of the move to October has been received with much positivity with most companies signed up to exhibit remaining keen to participate; and more enquiries coming in from brands deciding to take advantage of potential autumn product launches. Adrian adds: "International travel will remain uncertain for the foreseeable future so concentrating on home business makes perfect sense. During and despite the lockdown we have received reports from many nursery companies who have said reasonable sales have still been achieved; consumers are still buying baby products and independent nursery retailers have been managing supply online with the support of suppliers. There has been a real sense of the industry 'pulling together' so the show will provide the perfect opportunity for everyone to meet up, finally get hands on those new products and start to get back to business as usual."

For more information visit www.nurseryfair.com or contact Adrian on adrian@nurseryfair.com

