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POLAND • WARSAW • EXPO XXI, ul. Prądzyńskiego 12/14

# International Exhibition



GREEN FLOWER  
IS LIFE EXPO  
POLAND



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## GREEN IS LIFE & FLOWER EXPO TOPICS

PLANTS and FLOWERS: ornamental and fruit trees, shrubs, perennials, climbers, bedding plants; bulb plants; seed material; cutting flowers and pot flowers and plants

TECHNIQUES AND TECHNOLOGY, SALES SUPPORT

EQUIPMENT, MATERIALS, DECORATIONS, ACCESORIES

LANDSCAPE ARCHITECTURE

FLORISTRY

ORGANIZATIONS, ASSOCIATIONS AND INSTITUTIONS

## KEY FACTS:

**302 EXHIBITORS and BRANDS** from Poland, Netherland, France, Belgium, Germany, Denmark, Ukraine France, Ecuador, Japan and Italy

**55% companies presented plants and flowers**

**16,744 visitors** including **7,543 professionals** guests from **36 countries**

**60% of professionals vistors** were **owners and managers**

## WHY EXHIBIT?

- **Poland has nearly 38 million consumers**
- **Very promising market.** Good economic forecasts (>+4% by European Commission), increasing salaries and low unemployment will stimulate further growth in coming years
- **230** million €- the value of Dutch exports of flowers and plants in 2017
- **20%** - Poland's growth of flower and plants consumption in 2017
- **The Polish market for flowers and plants is growing.** Poland is an interesting market itself, it is also an important transfer market to surrounding countries: Baltic States, Ukraine, Belarus, Russia, Czech Republic, Slovakia and Hungary

## MAIN GROUPS PROFESSIONALS VISITORS:

**27,45 %** nurseries/growers

**23,06%** landscape architects, garden designers and greenery contarctors

**16,41%** trade: / DIY market/ garden centres/ store/ wholesalers

**9,58%** flower growers, florists, flower trade: retail and wholesalers

**7,22%** production, distribution technique and garden equipment

**6,05%** state administration/ government

**Join the exhibitors!**