

Polska



Flower Expo Poland 2017

2017-05-12 14:41:32



The biggest horticulture fair in Poland. The second edition of Flower Expo Poland takes place from August 31st till September 2nd in Expo XXI, Warsaw, Poland. The tradeshow will be organized together with GREEN IS LIFE, the gardening exhibition.

Background of the tradeshow

This year it will be the jubilee (25th) edition of ZIELEŃ TO ŻYCIE (GREEN IS LIFE).

The show is focused on outdoor green: trees, shrubs, bedding plants, outdoor plants and landscaping. To this well-known exhibition a new fair has been added in 2016: Flower Expo Poland, which focuses on cut flowers, indoor plants and added value products like vases, pots and floristic decorations. Thanks to this cooperation, both parties can benefit from each other's knowledge, experience and skills to offer a highly professional and sector-wide exhibition.

Results of first edition of Flower Expo Poland

In total 72 companies from 13 different countries participated in the first edition of FEP.

The amount of visitors increased from 15.954 to 17.468 (increase of 9,5%). The amount of professional visitors increased by 8,5% to 7.468 person.

Trade visitors can be classified into categories:

- Growers: 24,8%,
- Landscape architects: 23,7%,
- Garden centres, DIY, retailers and wholesalers: 17,49%,
- Florists and floral designers: 8,3%.

Conchita de Koning from Green Connect recommends the event:

"Flower Expo Poland gave us in 2016 the opportunity to meet (potential) customers in Poland and get to know the Polish culture. Due to this we will be able to better satisfy our customers now and in the future."

Attractiveness of Polish market

The Polish market of flowers and pot plants demonstrates a steady growth. According to the largest flower auction Royal FloraHolland, in 2016 sales of cut flowers and pot plants in

Europe increased by 1% to 35.9 billion euros, and the strongest growth was observed in Eastern European countries. In Poland there was increase of about 5 to 10%. With nearly 38 million of consumers, Poland is a promising market, both in terms of domestic distribution and transfer to nearby countries, such as the Baltic States, Ukraine, Russia, the Czech Republic, Slovakia and Hungary.

Flower shows and seminars

The visitors promotion focuses on florists, retailers and wholesalers. Flower Expo Poland and GREEN IS LIFE are working together on promotional activities and seminar program. FEP in close cooperation with the Polish Florist Association SFP will organize a floristic inspiration pavilion where growers and traders will get the chance to present their offer. Products can be used by international floral designers during their demonstrations and on the display.

The seminar program will focus on various target groups like retailers and wholesalers.

Speakers such as the director of the Flower Council Holland, Marc Eijsackers, confirmed to share their knowledge with the visitors of Flower Expo Poland.

First participants

The acquisition of participants has already started and the first applications have been received. Individual participants as well as companies, which will participate in a pavilion, see chances in the Polish market and they have confidence in the second edition of Flower Expo Poland.

The following companies registered:

Colombia: Colibri Flowers | Colviveros (Colombian Pavilion).

Germany: Brandkamp.

Holland: Amigo Plant | Dekker Chrysanten | Deliflor Chrysanten | Dillewijn Zwapak | Dümmer

Orange | Duif International | Florexpole | Green Connect | Green Partners | GREENN (Holland

Pavilion) | Koen Pack | Koolhaas Natuurlijk | Mondo Verde | Muller Bloemzaden | Optimal

Connection | OZ Export | Pothos Plant | Uniq Plants / Griffioen Plants | Van Dijk Flora | Van

den Bos Flowerbulbs | Zentoo.

Italy: Barile Flower Service.

Poland: Bart Kwiaty Polska.

Partners & Ambassadors

Polish Florist Association SFP (Stowarzyszenie Florystów Polskich), the Dutch Embassy in Warsaw, Association of Wholesalers of Floristry articles (VGB), Floribusiness and Floral Moments and SIGMA International (Poland) PR agency are our active partners and ambassadors and will have an active role in increasing brand awareness of the exhibition.

More information

The event website: www.flowerexpo.pl.

Contact:

in Poland – Anna Małcużyńska, +48 22 604 577 814, anna.malczynska@sigma.com.pl;

organizer – Francine van Vijk, +31 71 870 10 68, info@flowerexpo.pl.

Flower Expo Poland 2017 now open for registration!



INNOWACYJNA GOSPODARKA
NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO
ROZWOJU**

UNIA EUROPEJSKA
EUROPEJSKI FUNDUSZ
ROZWOJU REGIONALNEGO



Projekt jest współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego