



**International Exhibition GREEN IS LIFE & FLOWER EXPO POLAND in Warsaw –
with AIPH approval**

Organized for almost 30 years by the Polish Nurserymen Association and well rooted in the international horticultural industry, the GREEN IS LIFE nursery stock exhibition, which was supplemented with the FLOWER EXPO POLAND floricultural fair in 2016, has gained a new asset recently. As the first trade fair in Poland, it has been granted the prestigious approval of AIPH (the International Association of Horticultural Producers) – the association active worldwide. Consequently, this year’s 28th edition of the International Exhibition GREEN IS LIFE & FLOWER EXPO POLAND, which is going to be held on 3-5th September at the Warsaw EXPO XXI, will attract the attention of an even wider spectrum of recipients.

Diverse promotion – new possibilities

With the AIPH’s approval, the International Exhibition GREEN IS LIFE & FLOWER EXPO POLAND joined the group of other renowned trade fairs granted such a distinction, such as IPM Essen, FlowersExpo in Moscow, GreenTech in Amsterdam, Flormart in Padua.

This approval strengthens the international position of GREEN IS LIFE & FLOWER EXPO POLAND and its brand, as a confirmation of the high standards offered by the Warsaw exhibition. The AIPH partnership also opens up new opportunities for the fair organizers, as well as guarantees joint activities to promote the event worldwide. Additionally, AIPH provides the organisers with the guidance and support of the international experts who represent both the green and floriculture industries and can share their extensive knowledge or experience.

The 2020 AIPH Spring Meeting on 1st-4th March in Miami (USA) was a great opportunity to present the Warsaw fair at the global forum. What is more: 72th Congress of AIPH will take place in Warsaw from August 31 to September 4 to coincide with 28th International Exhibition GREEN IS LIFE & FLOWER EXPO POLAND. Almost 80 participants of the congress, who come from all over the world, will visit the exhibition on its first day, September 3. An expert delegated by AIPH will sit on the jury of the Plant Novelties Competition, which is one of the highlights of the Warsaw fair.

New cultivars – distinguishing feature of Green is Life

The annual Plant Novelties Competition is an important event that attracts a lot of attention of the fair participants and visitors. It is a unique source of current knowledge about the recently introduced varieties as well as their uses. The cultivars submitted for evaluation give an overview of the trends existing in the green industry – they feature a response to the environmental changes and market demand for both large investments in urban spaces and private gardens.

Plant Novelties Competition organized since 2004 is a trademark of the exhibition GREEN IS LIFE. It contributes to the popularization of the most precious breeding creations from various countries, including Poland. The competition presentation – which is always in the spotlight in the exhibition’s main hall – gives a chance to show one’s achievements to the different representatives of the green industry. The winning participants of the contest receive prestigious awards, while the information about the awarded (submitted) plants appears in Polish and foreign media, which builds the overall interest of the industry.

SWITCH ON GREEN! – this year’s leitmotif

Acting globally, the organizers of the International Exhibition GREEN IS LIFE & FLOWER EXPO POLAND do not forget about its local significance and impact on the development of the domestic market and the landscape. The slogan of this year’s edition – SWITCH ON GREEN! is a call for immediate action addressed to everybody who lives in the conditions of the climate change and who understands the value of the Green City initiatives. To think and act in such a way that greenery fills in any surroundings suitable for growth and development of plants.

This year’s main theme of GREEN IS LIFE & FLOWER EXPO POLAND is compatible with the wide spectrum of activities that have been promoted for almost 3 decades around the “greenest” Polish exhibition, where plants are in the spotlight. All these efforts are to encourage people to fall for greenery, take advantage of all its benefits, use more plants in private gardens as well as in urban environment.

28th International Exhibition GREEN IS LIFE & FLOWER EXPO POLAND

– quick facts

- **dates:** 3-5th September 2020
- **venue:** EXPO XXI, Prądzyńskiego 12/14, Warszawa (Warsaw)
- **organizers:** Polish Nurserymen Association (member of AIPH and ENA – European Nurserystock Association) and Agencja Promocji Zieleni
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