



26th International “GREEN IS LIFE” Expo and 3rd FLOWER EXPO POLAND ‘2018 – summary

The 26th edition of the international “GREEN IS LIFE” plant trade fair, together with the third edition of Flower Expo Poland, took place on 6-8 September in Warsaw at EXPO XXI. This successful event combined two complementary sectors presenting the offer of plants and products for the garden along with cut flowers, pot plants and decorations. The fair was held under the slogan “Collection of Benefits”.

Exhibitors

Nearly 300 exhibitors from 10 countries took part in the fair – Poland, Holland, Belgium, Denmark, Germany, France, Italy, Ecuador, Japan and Ukraine. Foreign exhibitors represented 97 companies – which is 1/3 of all exhibitors. The largest number of foreign exhibitors were companies from Holland – both in the “Green is Life” and Flower Expo Poland parts, where firms associated under Royal Flora Holland, the largest European flower auction, had a strong presence. The floristic sector at the fair was represented by over 60 companies.

Fair visitors

Nearly 17 000 guests from 36 countries visited the fair. Of which more than **7 500 were professionals** - **7,2%** more than in previous year. The first 2 days were mainly devoted to professionals. They represented:

- producers of garden plants - nurserymen and other horticultural growers (27.45%),
- salesman and managers of commercial companies (including garden centers and market chains) (16.41%),
- landscape architects and designers of green areas (23.06%),
- local government specialists dealing with public green areas (6.05%),
- florists, flower shop owners, wholesalers, flower growers (9.58%)
- suppliers of gardening technologies , products and services (7.22%).

The presence of decision makers was a very positive factor - owners, managers and directors, accounted for **62.02%** of total industry visitors.

Foreign visitors to the fairs comprised some 7.2% of all industry customers, originating from 36 countries. The most numerous groups of guests came from Lithuania, Ukraine, Belarus, Russia and the Netherlands. Clients also came from Slovakia, the Czech Republic, Romania, Denmark, Belgium, as well as from such distant locations as: China, Indonesia and Kenya.

Strong and diverse plant offer

The synergy of these two trade shows created a unique show, the biggest in Poland, for the entire flower, pot plants and garden industry. The customers were presented with a very wide and diverse range of plants.

The presentation devoted to bedding plants and perennials dedicated to growing on balconies and terraces was a novelty of this year edition. The **Horti Flower Show** exposition was a joint initiative of leading young plants suppliers. It was joined by an interesting joint seminar titled "Potential of urban gardening - how to meet the needs of today's consumers" addressed to growers, nurserymen and landscape contractors, attended by nearly 300 people.

The most important features of the fair in Warsaw include the largest presentation of plants in the country together with an accompanying offer of technologies and accessories addressed to various market segments, the international character and extensive program of events. It is distinguished by well prepared exhibitions in addition to ready sales ideas and inspirations. You could see not only "must haves", but also new plants, productions and announcements of what will appear next season in the industry - in garden centers, flower shops, supermarkets and DIY stores as well as in private gardens.

Nurserymen and other horticultural growers displayed shrubs and deciduous trees, conifers, roses, creepers heathers and balcony plants in various sizes and forms. There were also trees dedicated to public greenery and so-called soliters - expressive, often trimmed, large copies for private gardens or commercial investments. The offer of herbs and fruit cultivars for commercial production and amateur cultivation, mainly berry plants, was clearly evident.

A noticeable trend is perennials and grasses - present on many stands in the form of compositions or ready-to-copy beds. Due to the excellent time frame, the offer of cut Christmas trees and accessories for the holiday season was traditionally strong.

The Floristic sector

At Flower Expo Poland presented were both cut flowers and pot plants together with all kinds of additional materials used by florists and interior decorators. Polish and foreign companies presented a wide range of pot plants and cut flowers. Very popular among the professionals and the clients were the air purifying plants. Both the exhibitors and the florists were benefitting from being present at the fair. The flowers, plants and floristic additional presented by the exhibitors were being used at the stage demonstrations to multiply the synergy effect. The florists and flower shops were offered samples of trendy but at the same time sellable pieces. Lots of inspirations were offered during many shows and in the 4 showrooms of different flower shop interiors: "Glamour", "On the Go", "Fusion" and "Modern". The floristic program was complemented by interesting seminars for florists and workshops. Not only florists and flower shop owners, but representatives of wholesalers, distributors and buyers from supermarket chains displayed a keen interest in the Flower Expo Poland offer. Whole Saturday was devoted to presenting the plants – showing them in different arrangements and underlining the healthy benefits they offer. It was met with great interest by the consumers, florists, flower shops and garden centers as the interest for green plants in Poland is steadily growing.

Technologies, decor and publications

Specialized equipment and devices for the production of plants was part of the Technology Department's offer. The other part was devoted to equipment for care of green areas, both

public and private. Various types of planting machines, mowers, cutting equipment and small tools were presented here. Professionals were also interested in fertilizers, plant protection products, substrates, packaging systems, software and logistics solutions. In the "decor" segment, both large flower pots, gazebos and furniture, as well as small items in various styles were presented, for the garden and interiors. Landscape designers were particularly interested in the offer of design and visualization software as well as related practical workshops.

Publishers present at the fair offered books and magazines. There was also the premiere of the long-awaited Perennial Catalog recommended by the Polish Nurserymen Association.

Fair program

The industry program was addressed to several recipient groups: plant producers, sellers, landscape architects, contractors, florists and retail representatives. Landscape architects and those dealing with urban greenery took part in conferences and workshops. One of the leading guests was Dutch designer **Niek Roozen**, author of numerous projects in Europe and China, awarded numerous prizes at international competitions.

On Saturday, that was open to the public, free lectures, demonstrations and presentations were available.

We may proudly say that the collection of benefits was achieved at this edition of the joint fair.

**Next edition, 27th GREEN IS LIFE Expo and 4th FLOWER EXPO POLAND
5-7 September 2019 at EXPO XXI Warsaw**

www.zielentozycie.pl

www.flowerexpo.pl

Organizers:



Agencja Promocji Zieleni Sp. z o.o, Polish Nurserymen Association

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