



Warsaw, 19 March 2018

GREEN IS LIFE & FLOWER EXPO POLSKA - one owner

The combined "GREEN IS LIFE" and the accompanying Flower Expo Polska trade shows will take place on September 6-8, 2018 at Expo XXI WARSZAWA, ul. Prądzyńskiego 12/14.

The third edition of the Flower Expo also involves a change in ownership. Currently, the owner of both brands is Agencja Promocji Zieleni, which acquired the rights to the Flower Expo Polska brand from the existing Dutch partner BureauSierteelt.

For 25 years the GREEN IS LIFE Expo has presented plants for gardens and green areas. It also connects representatives of the green industry. For over a dozen years, it has shown the widest, most diverse plant offer in Poland and in Central-Eastern Europe. Other areas on display include: technology, services, methods and products for horticultural production and caring for green areas, decorations, accessories, software and also publishers.

The exhibitors are comprised of Polish companies - with a strong group of producers from the Polish Nurserymen Association and foreign companies representing several European countries. The offer is addressed to firms active in wholesale and retail trade, designers and contractors of greenery, as well as investors who deal with public greenery, and of course nurserymen and other gardeners.

Since 2016 the Green is Life expo has been expanded with a new segment - **Flower Expo Polska** dedicated to cut flowers, interior greenery, floristics and decorations. Presentation of producers and distributors from Poland, the Netherlands and several European countries, as well as from South America and Africa, in connection with the innovative floristic shows is attracting a new, and increasingly numerous customer group, namely flower shop owners, florists, wholesalers and distributors.

The whole fair is accompanied by numerous events. They include seminars and presentations for professionals, premieres, demonstrations and workshops conducted by masters and experts, as well as competitions. A flagship event is the Novelty Competition in which new and valuable varieties compete, the only one of its kind in Poland.

The first two days of the fair are intended for industry guests. On Saturday, visitors are joined by a wide audience - garden owners, garden and plant enthusiasts.

Last year's edition of the Green is Life and Flower Expo gathered over 300 exhibitors from 13 countries.

The fair was visited by 16,800 guests, including more than 7,000 professionals from 40 countries.

Organizers:



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