



Warsaw, 10<sup>th</sup> August 2018

## **GREEN IS LIFE & FLOWER EXPO POLSKA - plant, flower and garden trade fairs at promising Polish market**

**Poland, with its 4,6% economic growth in 2017, is the fourth fastest developing economy in EU. Polish market of cut flowers and pot plants is growing even more rapidly.** Not only Polish economy is galloping, but also country's demand on luxury goods (including garden plants and flowers) is growing significantly. For example, Dutch export of floral production to Poland has increased by 22% in 2017, reaching value of €230 million! Nearly 40 million Poles are even more fond of flowers nowadays.

### **The biggest in the region**

The 26. edition of GREEN IS LIFE and 3. Flower Expo Poland take place in Warsaw EXPO in September 6 to 8. Altogether they make the greatest nursery and floriculture trade show in Central and Eastern Europe. Last year's edition of the events was visited by 17.000 guests including over 7.000 professionals representing florists, DIY, retailers, wholesalers growers, landscape architects, contractors and representatives of city authorities.

**The slogan of the exhibition – „Collection of benefits” – is a reminder that a garden is not only a decoration of the home environment, but also health, movement and relaxation in the fresh air, a place for relieving stress, having fun and the pursuit of passion.**

More than 280 exhibitors from Poland, as well as the Netherlands, Belgium, France, Germany, Japan, Italy and Ecuador have confirmed their attendance at the fair. They will present the richest offer in this part of Europe of plants - trees, shrubs, perennials, climbers, bedding and balcony plants, as well as cut flowers, potted plants and floristic accessories. Exhibitors will also display machinery, tools, technologies, other means of horticultural production and services, as well as products for the creation and maintenance of greenery. There will be no shortage of accessories for garden decoration and furnishings, along with publications popularizing gardening and plants.

The exhibitors' offer is addressed to nurserymen, wholesale and retail trade, designers and landscape firms involved in the creation of gardens and public green areas, as well as the floriculture industry - wholesalers, florists and growers.

## **SELLABLE IDEAS during Flower Expo at Hall 4**

This year's edition of the fair will be even more interesting for professionals. The program of the show, with its main theme "– „Collection of benefits", will focus on practical, sellable and ready-made ideas. These include:

- Fully arranged, different flower shop showrooms targeted at different clients and locations e.g. Glamour, Fusion, Modern, On the Go.
- Floristic demonstrations by the best-known florist influencers from Poland (e.g. Zygmunt Sieradzan, Maciej Krzus, Monika Harlos, Monika Kudłacz) and other European countries (e.g. Stefan van Berlo), presenting easy to recreate arrangements.
- Seminars on practical issues like visual merchandising or social media for flower business.

**The novelty** of this year's edition will be a strong offer of bedding plants and perennials for growing on balconies and terraces. It's a common initiative of leading suppliers of young plants (cuttings and seedlings) under the name **Horti Flower Show**. Their stands, full of new varieties, will create a colorful island in Hall 3. In addition, on the first day of the fair (6 September), project participants will organize an open seminar entitled "Potential of urban gardening - how to meet the needs of today's consumers?" It is addressed to growers of ornamental plants and nursery stock as well as to landscape firms.

In the Flower Expo part we will see shows of Polish floristry masters, as well as foreign guests, exhibitions presenting different stylizations for florists, challenges of floristic schools, as well as seminars addressed to florists and owners of flower shops.

The exhibition program also includes the only Polish **Plant Novelties Competition** – 23 varieties submitted by producers from Poland and abroad will fight for the title of the most interesting.

<https://zielentozycie.pl/index.php/en/news-2/konkursy-ang/konkursy-na-wystawie>

On Friday, September 7, the **Green City Conference** will be held for people who deal with urban greenery with workshops for designers, and on Saturday, the Landscape Architects Conference, hosted by the outstanding Dutch **landscape architect Niek Roozen**, author of numerous projects in Europe and China, a designer for the world exhibition Floriade 2012 and 2022, the winner of numerous prestigious competitions, including the first place in the competition for the EXPO Park project at the World Exhibition Expo 2010 in Shanghai.

The first two days of the fair are intended for trade visitors - registration and more information about the program are available at [www.greenislife.pl](http://www.greenislife.pl) and [www.flowerexpo.pl](http://www.flowerexpo.pl)

On Saturday, the last day, anyone who is passionate about gardening and flowers can come to the fair.

Organizers:



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