

FlowersExpo'2016

International exhibition
of flowers, plants, machinery and technologies
for floriculture and landscape design



13 - 15 September, 2016

Russia, Moscow,
International Exhibition Center
Crocus Expo

Annual International Exhibition FlowersExpo:

- The most important event for flower and plant market professionals, that brings together in one place all segments of flower industry, floristics and landscape design
- Strategic professional platform for business development, dialogue, sharing of ideas, working out of joint solutions and business contracts
- Objective source of comprehensive information on the world's flower industry, state and development of the market of flowers and plants
- Capacious resource for attracting new investments to the Russian market

Exhibition Sections

Flowers and Plants

- All species and varieties of cut flowers and pot plants

Equipment and Technologies

- Constructions and equipment for greenhouses, winter gardens and garden centers
- Machinery, production equipment and materials for floriculture, nursery sector and landscape design
- Equipment for trading rooms and pavilions
- Equipment for packing, storing, transporting and selling of flowers

Flower Arrangement and Design

- Accessories and related products for floristics and design
- Dry and artificial flowers and plants
- Seasonal decor, Christmas trees, decorations and accessories
- Decorative applied products for flowers: vases, pots, containers, flower racks



Exhibition Sections

Nursery Sector, Landscape and Ecology

- Products of ornamental and fruit nurseries: trees, shrubs, perennials
- Small architectural forms, garden furniture, sculpture
- Garden engineering equipment
- Equipment and materials for nursery sector and landscape design
- Innovative and nature friendly “green” developments

Products for garden and gardening

- Seeds, bulbs and planting stock of flowers and ornamental plants
- Grounds, fertilizers, means of plant protection
- Equipment for recreation in gardens and outdoors
- Garden implements for professionals and amateurs

IT, service, consulting and logistic services

Exhibition Participants

- Producers and sellers of:
 - Flowers and plants, trees and shrubs, seeds, bulbs and planting stock
 - Decorative products and accessories for floristics and design
 - Garden equipment and products for garden and gardening
- Designers and manufacturers of greenhouses, greenhouse equipment, machinery and equipment for production and selling of flowers and plants, as well as for floriculture and landscaping
- Producers and sellers of decorative products and accessories for floristics and design
- Research and design institutions, botanical gardens, educational establishments, breeding companies
- Landscape bureaus, architects, designers, ornamental gardening specialists
- Floristic companies
- Companies rendering consulting, logistics and IT.
- Publishers and bookselling companies, mass media
- Professional and public associations and unions



Exhibition Visitors

- Owners, top managers and specialists of companies producing and consuming flowers and related products.
- Representatives from Russian and international wholesale and retail companies, garden centers and flower salons.
- Specialists engaged in floriculture, floristics, landscape architecture and ecology.
- Representatives of shipping and logistics companies, financial structures providing for flower business.
- Owners and representatives of mass media, publishers, online resources.
- Scientists, specialists from research institutes, botanical gardens, professors and students from specialized higher educational establishments and schools.
- End product consumers, members of public associations and unions, gardeners, lovers of flowers.



Exhibition Business Program

- **Forum** for the industry professionals including 30 various events, organized by exhibition participants and partners: **conferences, workshops, presentations, shows, master classes** conducted by leading specialists, floristic schools and florists.
- The highlight of the program is a **workshop** conducted by John Stenly (Australia), the best world's garden center expert, **Retail sale of horticultural and floral products in 2020 ...**
- One of the most important events of the exhibition is **Open Russian Championship on Professional Floristics RUSSIN CUP'2016.**

Exhibition Competition Program

- Competition for the best product quality.
- Competition **Novelties of the Year**.
- Competition for the best design of the display.
- Competition for the best innovative solution.



Exhibition Venue

International Exhibition Center (IEC) Crocus Expo

is the most advanced exhibition complex on the territory of Russia providing optimum conditions for holding large international exhibitions.

Crocus Expo is a **UFI member** in “Exhibition Organizer” and “Exhibition Center” categories.

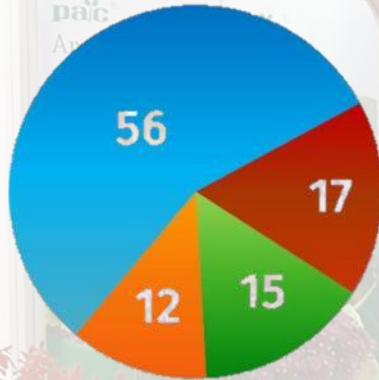
International Exhibition Center Crocus Expo:

- **549 000** sq.m of exhibition space, **3** Pavilions, **19** Exhibition Halls, **49** Conference Halls technically equipped in accordance with the latest international standards.
- **20 000** free parking spaces for cars.
- Easy access for vehicles.
- Convenient transport for exhibition participants and visitors, **35 minutes** by metro from the center of the capital. Exit from **Myakinino metro station** is located right on the grounds of **Crocus Expo**.

FlowersExpo'2015 Statistics

Main Exhibition Sections

Cut and pot flowers
56%
Machinery and Technologies
12%



Nurseries and Landscape
17%
Floristics and Design
15%

Participants

400 participants from 23 countries

- Russian companies 156
- International companies 244

Visitors

10 600 visitors
15 450 visits

- International visitors from 35 countries
- Russian visitors from 75 Russian regions

FlowersExpo'2015 Statistics

Countries participating in FlowersExpo'2015

Belgium, China, Colombia, Denmark, Ecuador, Finland, France, Germany, Holland, Hungary, India, Israel, Italy, Japan, Kazakhstan, Kenya, Lithuania, Poland, Russia, Spain, Turkey, UAE and Ukraine



FlowersExpo'2015 Statistics

National Pavilions



Holland



Germany



Poland



Colombia



Japan



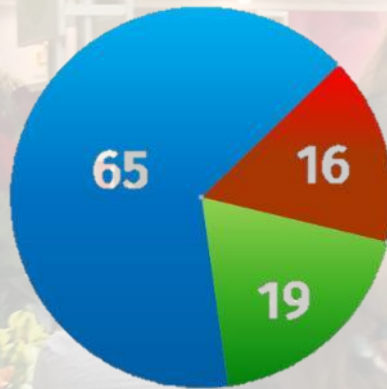
Ecuador



Exhibition Visitors

Qualitative Structure of Visitors

Specialists associated with flowers and plants
65%



Other specialists
16%

Private persons
19%

Profile of Professional Visitors

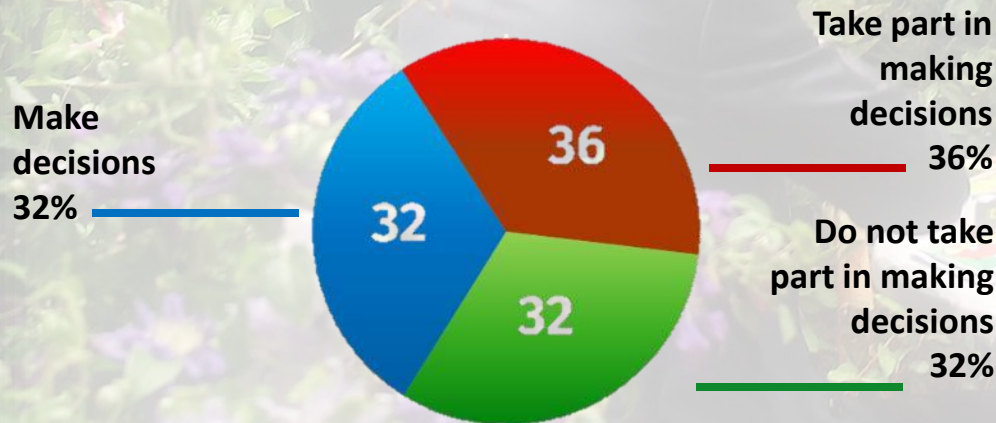
- Landscape construction and design 13%
- Floristic services 17%
- Wholesale trade 17%
- Retailing 25%
- Production 9%
- Logistic 3%
- Other 16%

Exhibition Visitors

Visitors' Interests and Preferences

- Cut and pot flowers 45%
- Nursery products, landscape and ecology 42%
- Products for garden and gardening 41%
- Floristics and design 40%
- Machinery and technology 28%
- Other 12%

Visitors' competence in making decisions regarding purchases and deliveries



Russian and foreign exhibitors

highly appreciate positive business results of their participation in **FlowersExpo**, its solid business reputation and professional competence.



Benefits of participation in FlowersExpo'2016

Participating in the exhibition its exhibitors receive:

- Strong marketing channel for promoting products.
- The best solution to bring new products and services to the market of innovations.
- Opportunity to establish itself as a stable and popular company.
- Optimum conditions for maximum commercial success.
- Targeted professional audience from all Russian regions and abroad.

FlowersExpo is your key to the “green business” of Russia!

Exhibition Partners



Association "Greenhouses of Russia"



Association of Planting Stock Producers



National Guild of Florists

General Information Partner



"Flowers" magazine

General Internet Partner



Information Portal "GreenCom"

Exhibition Patronage



RF Chamber of Commerce and Industry

Exhibition Organizers



Exhibition Company GreenExpo Ltd., owner and operator of the exhibition

– professional team with many years of experience in organization of specialized flower exhibitions and floristic competitions in Russia.

Contacts:

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Official Exhibition Site:

www.flowers-expo.ru



www.facebook.com/flowersexpo.moscow



www.twitter.com/flowers_expo

**See you at
FlowersExpo'2016!**



**Thank you for
attention**