**Exhibition "FlowersExpo"**

**an ideal business platform**

Today we can not imagine our life without the Internet. **Digital economy and digital technologies - this is the unconditional trend of modern life in our rapidly changing times.** We can work without leaving home, participate in electronic auctions and auctions, remotely control various processes, make purchases over the Internet and make calculations in the crypto currency, communicate on the Web, and much more. In the coming years, digital technologies will cover all new and new areas of human activity.

Until recently, there was an opinion that with the advent of the Internet and digital technologies, the role of exhibition projects will decrease. However, in practice, a completely different trend is clearly traced. **Interest in exhibitions has not only not diminished, but also demonstrates growth. And this concerns not only business projects, such as "FlowersExpo",** but also museum expositions, creative exhibitions, forums, seminars, conferences, which are becoming more and more in demand.

Time has shown that live face-to-face communication, vivid emotions with direct contact with exhibitors and exhibitors, when all senses are involved, are becoming increasingly relevant. And digital technologies are at the service of exhibition and congress activities, making this process more perfect and diverse.

It's no secret that for many professionals the exhibition "FlowersExpo" is an obligatory and expected event, an ideal business platform for solving marketing tasks of companies, for checking their "hours" with the market. The attractiveness of the project is explained by the unique composition of the participants. **Four hundred exhibitors from 25 countries, gathering under one roof, create a miniature model of the Russian flower and plant market**. Visitors can see new items, track trends, communicate with partners and find new customers, position themselves, evaluate consumer interest in the product and conduct other important marketing researc

Before the opening of the next exhibition "FlowersExpo" there are seven months. All this time we will acquaint you with the key participants, talk about the most interesting exhibits and trends in the Russian flower and plant market, what technological innovations will affect the business and what you need to know to be one step ahead of the competition.In the next issue we will talk about the flower market of Holland, a recognized world leader in the flower industry.

We are waiting for you in Crocus Expo from 11 to 13 September 2018.

Nadezhda Grigorieva,

Director of the exhibition «FlowersExpo»