

Report on FlowersExpo 2013 - Moscu

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FlowersExpo 2013:
International exhibition of flowers, equipment
and technologies for floriculture and flower business

Important contribution into development of the russian flower market

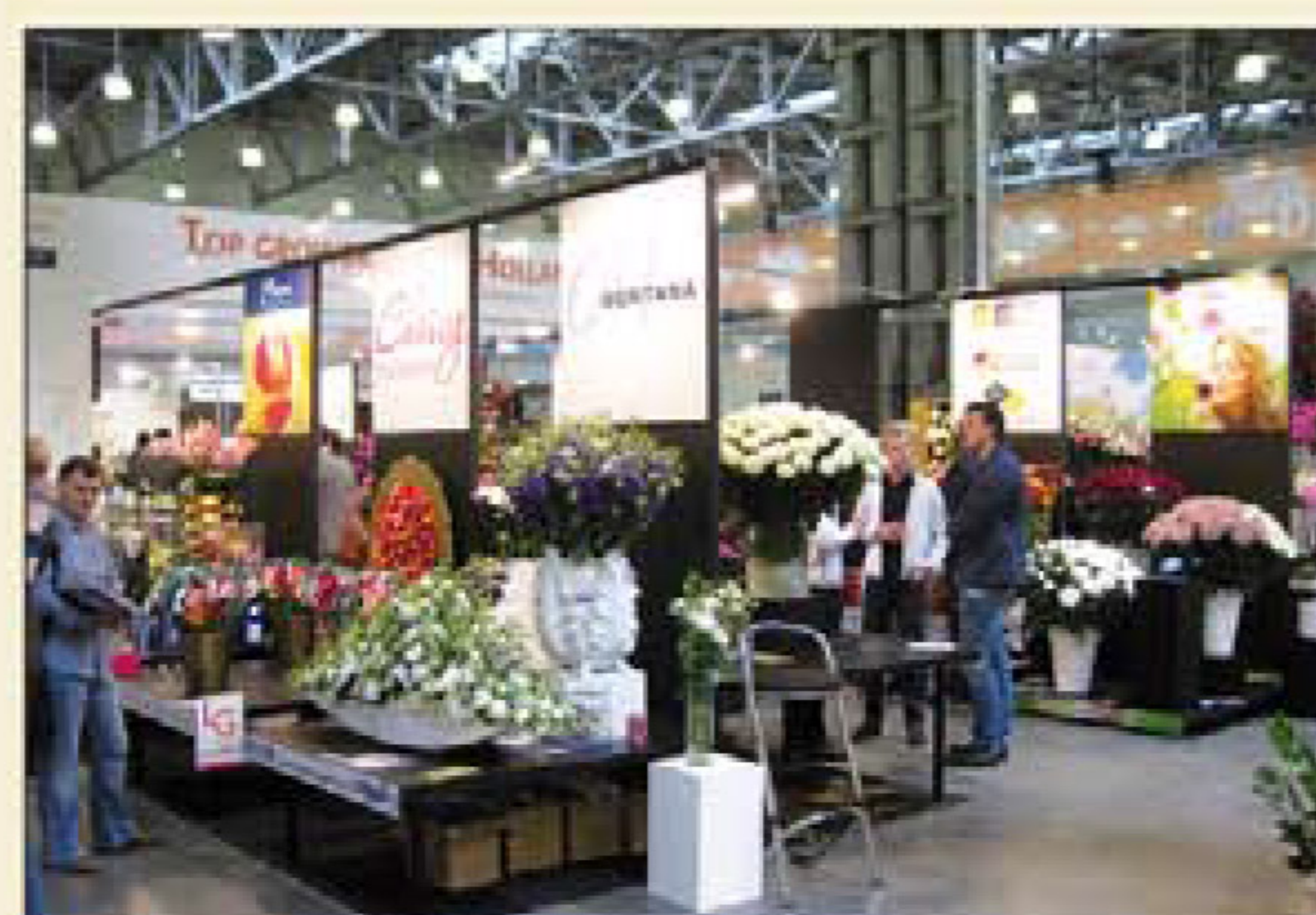
About 500 companies from 25 foreign countries: Belgium, Hungary, Denmark, Germany, Holland, Israel, Italy, Spain, India, Kazakhstan, Kenya, Colombia, UAE, Poland, Portugal, the USA, Taiwan, Turkey, Ukraine, Finland, France, Ecuador and Japan, took part in the exhibition. Participants displayed products of all sectors of the "green" business and, above all, flowers from all continents during the event. Foreigners came from 30 different countries and

Russian visitors from 80 regions, from Vladivostok to Kaliningrad and from Murmansk to Sochi.

Amongst the many participants were the largest flower complexes of Russia producing flowers. They were "Rose Garden" and "Galantus" from the town of Kaluga, "Chekhov Roses" from Tula, "Flowers of Udmurtia" from Udmurtia, "TXK" from Volgograd, Yug Agro from Krasnodar, Green House (Adygea),



Russian distributors
well represented



Part of the national Dutch booth



De Ruiter Roses



Jaroma Roses from Colombia



Greenhouse specialists





View of the nacional booth of Ecuador



Booth of Editorial Verdimedia S.L. at the Moscow FlowersExpo

las extranjeras. Fueron “Rose Garden” y “Galantus” de la ciudad de Kaluga “Chéjov Roses” de Tula, “Flores de Udmurtia” de Udmurtia, “TXK” de Volgogrado, Yug Agro de Krasnodar, Green House (Adygea), New Holland (San Petersburgo), Ramenskie Greenhouses y Mosroza (región de Moscú).

Operadores del mercado de las flores de Rusia estuvieron representados por las grandes empresas conocidas como Business Bouquet, 7 Flowers y 7 Flowers- Decor, Azalia y Azalea Décor, “Forever” y “Mostsvettorg”, Karlsbuchand Rutaflor.

Sr. Ron Van Dartel, Su Excelencia el Embajador de los Países Bajos, el Sr. Patricio Chávez Zavala, Su Excelencia el Embajador de Ecuador,

Rafael Francisco Amador, Su Excelencia el Embajador de Colombia, y el Sr. Marek Ochepka, Ministro Consejero de la República de Polonia, hablaron en la ceremonia de inauguración de la importancia de la exposición y su papel en el desarrollo de alianzas, relaciones comerciales y económicas. Los distinguidos visitantes destacaron la

creciente popularidad del evento entre los proveedores de productos de la flor, su interés en el mercado ruso el cual está ganando impulso, y se ubica actualmente el sexto lugar en el mundo en términos de volumen.

Los participantes internacionales demostraron el progreso de la industria del mundo de las flores. Flores cortadas, flores en maceta, stock para plantaje, desarrollo en equipos para complejos de invernaderos y centros de jardinería, novedades de parte de obtentores, productos para paisajismo y el arreglo de las flores recibieron un display particularmente amplio.



Above: Part of the nacional booth of Colombia



The BPF Group represented VWS Flowerbulbs



The exporters and wholesalers combine flowers from varios production countries





and the USA. Portugal and Japan presented their flowers for the first time this year.

Products from Russian and European nurseries added beauty to the exhibitions display. Among them was the Union of Polish Nurserymen, nurseries of Italy, Holland, Germany, Hungary, Denmark, Belgium and France.

An interesting business program was offered to specialists. It included conferences, seminars, round table discussions targeted at a wide circle of the "green" sector professionals. Of



Selling and buying by internet



*Above: Biological control
Left: Greenhouses from Denmark*

special interest were the conference "Innovations in production and selling of flowers and planting stock", seminars: "Practices in production of roses in protected ground", "Instruments for successful operation of garden centers", a three day seminar "Internet technologies for

promotion and stimulation of sales in "green" business" and an interregional workshop on landscape design.



Providers of technology and plantmaterial mixed perfectly with the distributors of fresh flowers



Great attention was focused on the floristic program. This year it was particularly interesting and extensive. The 14th encounter organized by the National Guild of Florists was the major event of the program. On the threshold of the upcoming Olympics in Sochi it was held under the motto «Goals, emotions, achievements on the way to records!

The Moscow International exhibition "FlowersExpo'2013" was not only a parade of progress for the local and world's flower industry but also an ideal business plat-form providing its participants with all the

favorable conditions in order to achieve a successful implementation of their commercial plans and the promotion of their products on the promising Russian market.

