



April 10-12, 2024
"EXPO" IEC, Astana



2024 RESULTS

The largest exhibition
of floriculture and green
industry in Kazakhstan
and Central Asia



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Organizer:



Co-organizer:



General Sponsor:



Registration Sponsor:



FLORA EXPO ASTANA 2024

Flora Expo Astana is the main meeting place for professionals in the field of floriculture, gardening, gardening, landscape design and rural development.

“
There are companies with seeds that I've never heard of before. And now we will probably work with them.

Ksenia Trofimtseva, Buyer, Garden Center, Karaganda, Kazakhstan



“
Here you can directly communicate with manufacturers and suppliers, make new acquaintances, exchange contacts and work in the future.

Arthur Ryazapov, Buyer, Botanical Garden, Petropavlovsk, Kazakhstan



4,154 m² total area

35% increase of exposition

130+ companies

11 countries

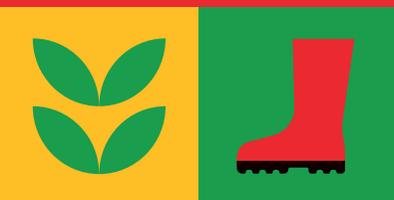
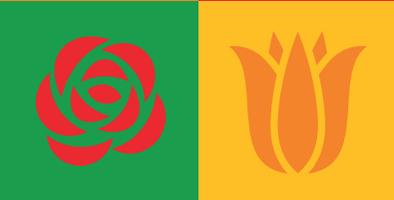
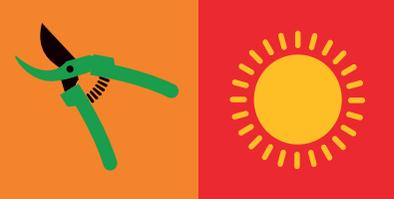
48% of companies presenting cut flowers

4447 unique visitors

3430 professionals

40 industry speakers

FLORA
EXPO
ASTANA





EXHIBITOR COUNTRIES:

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Belarus



the Netherlands



Poland



Kazakhstan



Colombia



Kenya



Russia



Israel



Uzbekistan



Ecuador



China



EXHIBITORS



FloraTalks



Netherlands Day



Starting of tulips



Buyer's program



Netherlands pavilion

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EXHIBITOR PROFILE

38%

of exhibitors from Kazakhstan

62%

of foreign exhibitors

55%

participated for the first time

95%

rate the effectiveness of their investment as "excellent" and "satisfactory"

62%

will participate in the exhibition again

20%

plan to sign contracts for \$ 50,000

30%

plan to sign contracts for the amount of \$10,000 to \$50,000

30%

met more than 50 potential customers

48%

participated in the exhibition to find new customers and partners

EXHIBITOR REVIEWS

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My personal impressions of the exhibition are the best. This is a great opportunity to show our flowers to existing customers and find new growth points on the site itself. We decided to participate because we believe it is important to expand our business in the market, Central Asia and Kazakhstan in particular.

Jonathan Perez, Sales Manager, Invos / Ossimo Flowers, Colombia



The exhibition made an unforgettable impression on me. Being here for the first time, I could not have imagined that we would achieve such remarkable results. We hope that this is our first, but not the last, participation. The exhibition gave us new acquaintances, expanded our customer base and brought us a lot of fresh ideas. Today is the second day, and we even ran out of business cards — such a rush.

Sardor Tukhtayev, Director of Tasflora, Uzbekistan



My impressions of the exhibition were extremely positive. Since last year, the exhibition has become a particularly valuable platform for us. Here you can meet with your suppliers, find new partners, learn about the latest trends in the flower market in Kazakhstan and abroad, as well as where flowers come from.

The exhibition is of great interest. This is a great opportunity to find out and see what positions and varieties are available on the market, from which plantations you can order flowers. Also here you can directly communicate with representatives of the plantations and learn about their exclusive offers

Aigerim Akhmetzhanova, Wholesale Sales Manager, Art Flowers, Kazakhstan



I participated as a speaker in the business program and was pleasantly surprised by the quality of the questions asked. I was also very pleased with the number of visitors at the exhibition. Nothing can replace live communication. Only at the exhibition can you personally talk to visitors, see them - this is much better than any other form of communication in social networks.

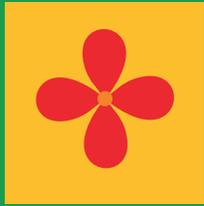
We want to expand the geography of our company to include post-Soviet countries such as Kazakhstan and Kyrgyzstan. This decision is based on historical reasons: it is from these places that peonies have spread all over the world. I am sure that they will grow well in this region.

Daan Kneppers, Director of Green Works International, Netherlands



THE INTERESTS OF VISITORS TO THE EXHIBITOR PRODUCTS

The survey used multiple choice answer



73%
flowers
and plants



19%
equipment
and technologies



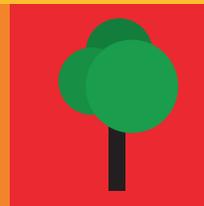
26%
flower business
and logistic



35%
floristry
and design



20%
gardening
products



11%
gardening



9%
suburban
development



9%
landscape
design



8%
eco-products
and solutions

VISITORS

3430
professionals

The exhibition attracted the attention of owners and representatives of wholesale and retail companies selling flowers and plants, owners of nurseries and garden centers, flower and plant dealers, florists, decorators, gardeners, representatives of charity companies, restaurant and hotel businesses, government agencies, lovers of country lifestyle, etc.

AMONG THE COMPANIES:



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BUYER'S POTENTIAL

25

the exhibition attracted visitors from 25 countries

TOP 5 COUNTRIES



17

the exhibition was visited by representatives from all 17 regions of Kazakhstan

35%

were surprised by the large number of exhibitors



68%

were completely satisfied with the product sections of the exhibition

52%

noted a very high-quality composition of exhibitors

50%

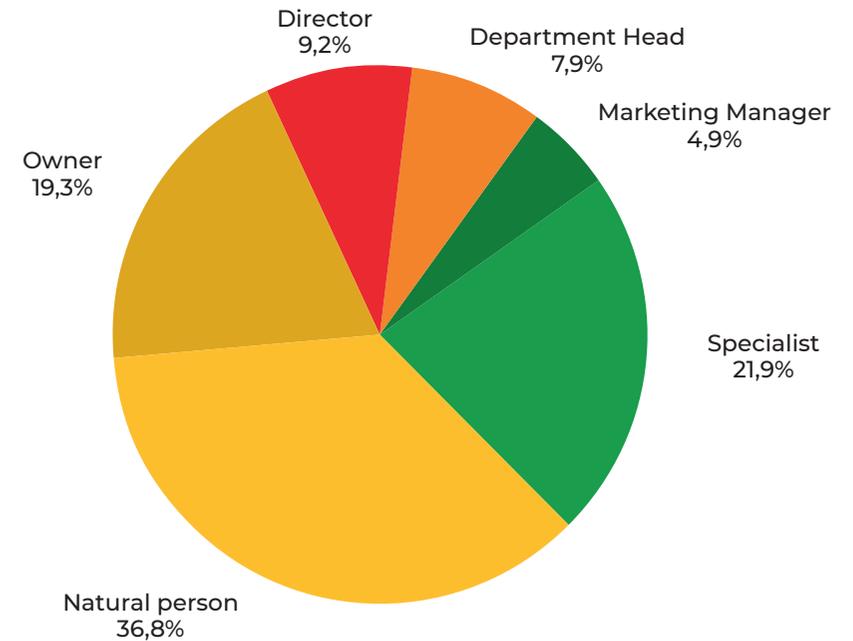
got acquainted with the solutions of 10 to 50 companies during the visit period

72%

rate the effectiveness of their visit to the exhibition as "high"



POSITION IN THE COMPANY



PURCHASING AUTHORITY



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BUSINESS PROGRAM

40
speakers

787
listeners

45
business sessions

3
interactive platforms

2x
more events in 2024

51%
of visitors noted that the content of the business program is very high-quality



Conference "Sustainable planting material in the conditions of the Republic of Kazakhstan"



Netherlands Day: Presentation of Dutch flower and plant producers with the support of the Embassy of the Kingdom of the Netherlands in Kazakhstan



Seminar "Starting of bulbous tulips all year round. How to achieve success?"



FloraTalks: Development of the flower business, increase in sales, digitalization and optimization of wholesale stores.



KAZAKHSTAN FLORIST CHAMPIONSHIP "ALTYN GUL-2024"

Theme: Modern Wedding



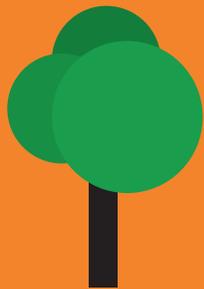
Abbaspur Said Ali,
Astana



Ekaterina Korchagina,
School of Floristics, Almaty



Kuanysh Ospanova,
Global Flowers, Astana



April 9-11, 2025
"EXPO" IEC, Astana



See you in 2025!

Aigerim Serikova

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