

The largest exhibition  
of floriculture and landscaping in  
Kazakhstan and Central Asia

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

**FLORA  
EXPO  
ASTANA**



[flora-expo.kz](http://flora-expo.kz)

Organizer:

**AEXKS**

Co-organizer:







**Kulbagira  
Kaliyeva**

Director  
Astana-Expo KS  
Exhibition Company

Over 10 years, Flora Expo Astana has been the largest meeting place for major manufacturers, suppliers, professionals in the field of floriculture, floristry, horticulture, and landscape design. Our exhibition has a rich history of success that proves its ability to create a favorable environment for thriving business and enhancing the brand of the exhibitors.

Our exhibitors have already enjoyed tremendous benefits from participating in our exhibition. They have expanded their customer base, established new business relationships and strengthened their market presence.

The participation in Flora Expo Astana will open up many prospects and opportunities for success. We guarantee an eventful business program including master classes, presentations and discussions on the latest trends and innovations in the industry. You will have an opportunity to exchange ideas, find new partners and win valued clients.

Flora Expo Astana gathers together the largest wholesale and retail traders of flowers and plants, owners of nurseries and garden centers, flower and plant dealers, florists, decorators, gardeners, and landscapers. It is this diverse audience that makes the exhibition an important and significant event for the entire industry.

We would like to invite you to join Flora Expo Astana next year. We believe that your participation in our exhibition will be a highlight in the development of your business and will help to make your brand stand out in the market.

Don't miss the opportunity to take part in the largest congress of floriculturists from Central Asia and abroad. Join us at the 11th International Exhibition of Floriculture and Landscaping Flora Expo Astana 2024 and open new horizons for your business!



**Join the largest  
floriculture and landscaping  
exhibition in Kazakhstan  
and Central Asia!**



# About the exhibition

**Flora Expo Astana** is the largest floriculture and landscaping exhibition in Kazakhstan and Central Asia.

Flora Expo Astana is the main meeting place for professionals in the fields of floriculture, gardening, landscape design, countryside construction and arrangement.

## Thematic areas



**Flowers and Plants**



**Engineering and Technology**



**Flower Business and Logistics**

### Specialized exposition Village



**Country house and landscape design**



**Floristry and Design**



**Garden and Gardening Products**

## Facts and Figures 2023

 **2712** sq.m. total area

 **100** leading exhibiting companies

 **10** countries

 **9325** unique visitors

 **20** business events

 **25** expert speakers

 **1000** attendees

**70%**  
international participants

**72%**  
rate the quality of business contacts as "excellent" or "good"

**75%**  
expressed a desire to participate next year

### Participating countries



Belarus, Israel, Italy, Kazakhstan, Kenya, Colombia, the Netherlands, the UAE, Russia and Ecuador



# Business program

## International Conference on Planting Material

Every year the conference gathers representatives of the Kazakhstan green industry: managers and specialists of nurseries and garden centers, urban landscaping organizations and utilities, national natural parks and forestry, landscape companies, representatives of design, construction organizations and educational institutions.

## International Landscape Design Forum

The International Landscape Design Forum will gather leading architects, designers and experts from different countries to exchange experiences and ideas on creating aesthetically practical and sustainable landscapes.

# Floral program

## Professional Floristry Championship of Kazakhstan "Altyn Gul"

A unique platform that annually gathers talented florists to compete and demonstrate their skills. This prestigious event is aimed at developing the floral industry, sharing experience and inspiring florists, as well as emphasizing the importance of professional florists in creating stunning flower arrangements.

## Demonstrations by famous florists

Fascinating master classes held by the most talented and renowned experts of floral art of the CIS and Central Asia, which inspire creative thinking and allow learning to create exquisite flower arrangements.



**You can become an official partner of the florist program! Learn more from our team.**





### Buyer potential

**58%**

are individual entrepreneurs or company owners

**63%**

make or influence product purchasing decisions

## Visitors 2023



**9 325** unique visitors



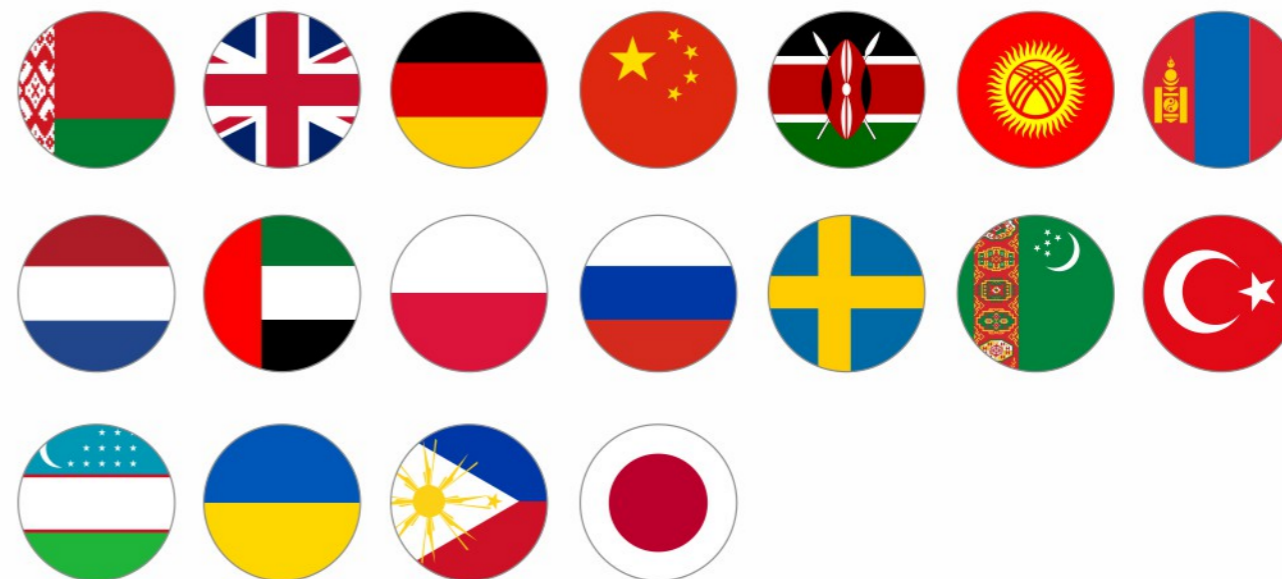
**Wide geographical coverage**

**18** cities of Kazakhstan

**18** countries of the world

### Visiting countries

Belarus, the United Kingdom, Germany, China, Kenya, Kyrgyzstan, Mongolia, the Netherlands, the UAE, Poland, Russia, Sweden, Turkmenistan, Turkey, Uzbekistan, Ukraine, the Philippines, and Japan



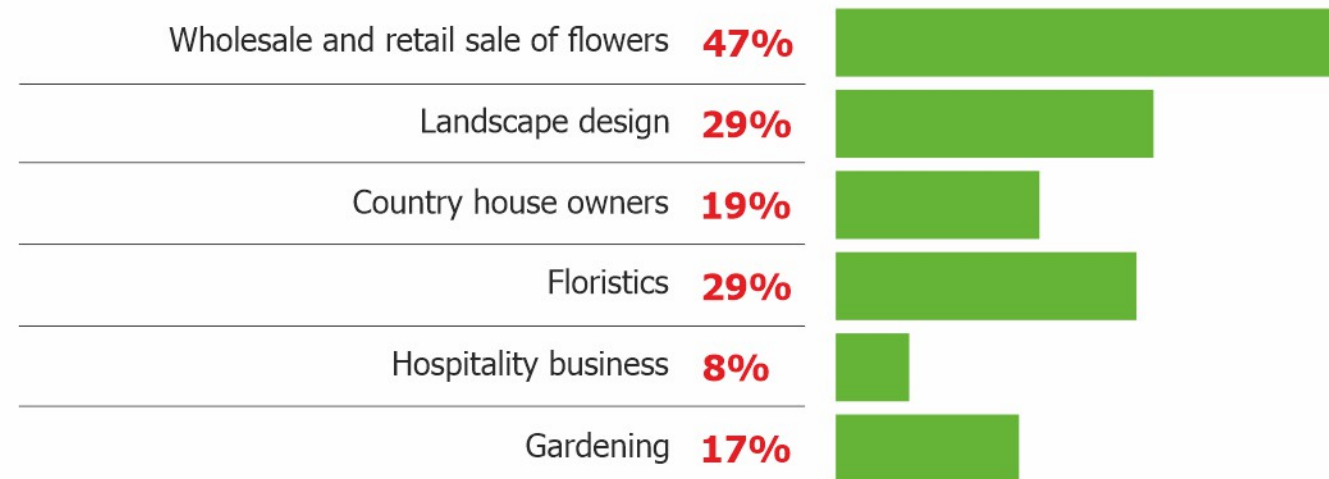


# Visitor profile

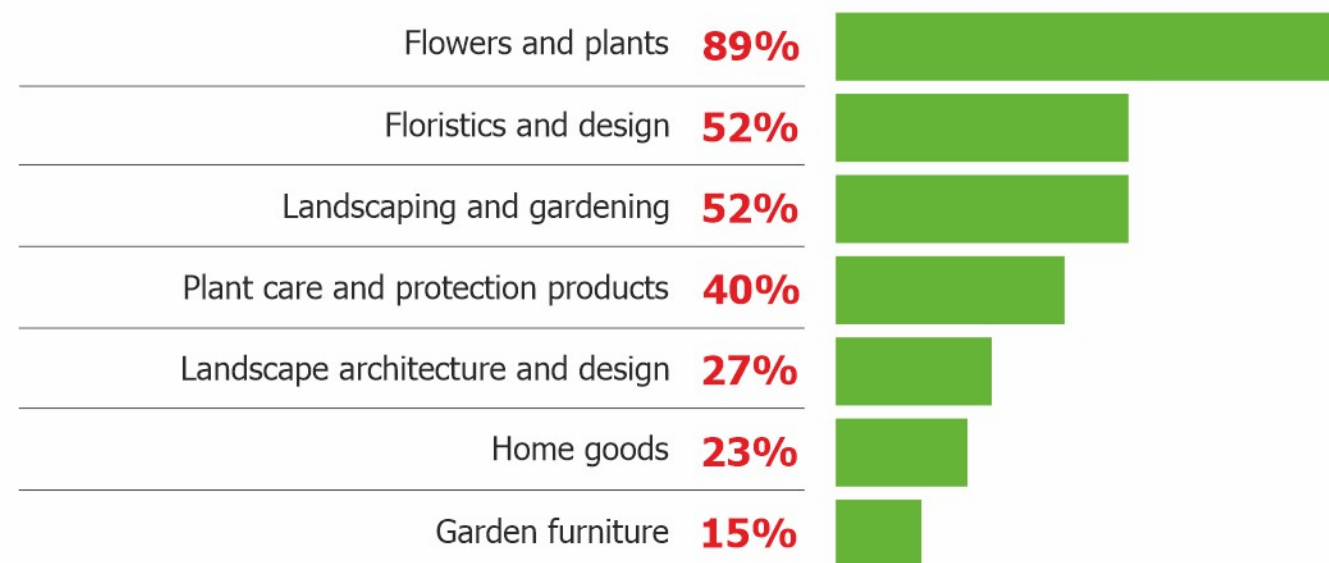
## Position



## Line of business



## Interests







**Visitors**





# Your stand at Flora Expo Astana 2024

## Guaranteed growth of your brand awareness

Let your company stand out and capture the attention of your target audience. Allow your brand to shine in front of thousands of potential customers, business partners and market players.

## Thousands of new interested customers

Present your products to your target customers, most of whom make their purchasing decisions right at the show. We can help you build a strong customer base and expand your trade

## Face-to-face meetings with loyal customers and partners

Live, no intermediaries or zoom meetings. Get the opportunity to receive instant feedback on your products and strengthen relationships with your long-term customers and business partners





## Feedback from the exhibitors

We decided to take part in the exhibition because, first of all, we have clients in Kazakhstan. New perspectives are opening up here. On the first day, there were a lot of regular and new customers. 90% of them were the target audience with whom we had originally set up meetings. There were also new customers, who approached and were interested. We plan to participate next year as well, as we believe that the exhibition is very positive and very promising.

### Leonid Chigrinsky

Enigma Flowers Trading BV  
(the Netherlands)

Our impressions are the most positive. There are a lot of interesting contacts, a lot of new faces, a lot of new ideas. Therefore, in general, I think that this exhibition is quite successful. First of all, the exhibition is live communication, which cannot be replaced by anything. We will participate annually at this exhibition. I recommend everyone to visit this wonderful country, this wonderful city and this wonderful event.

### Samat Bazarumbetov

ATENA Greenhouse Complex (Russia)

We are pleasantly surprised that we have found a response from customers and partners here. Indeed, the exhibition is acquiring an international character. We hope that it will grow, flourish and become recognizable all over the world.

### Victor Khan

Henry Bonnar (Kazakhstan)





# Our team

## Stand booking and organization of participation



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