



**FLOWER EXPO POLAND** 6-7-8 September 2018  
EXPO XXI WARSAW POLAND  
26. INTERNATIONAL EXHIBITION  
**GREEN IS LIFE**

[www.flowerexpo.pl](http://www.flowerexpo.pl)

Warsaw, 11<sup>th</sup> of April 2018

## **FLOWER EXPO POLAND 2018** **on GREEN IS LIFE**

**The biggest horticulture fair in Poland**

Agencja Promocji Zieleni (APZ) is proud to announce that the third edition of FLOWER EXPO POLAND, a trade show for flowers and indoor plants, will take place on 6<sup>th</sup> – 8<sup>th</sup> of September 2018 in Expo XXI, Warsaw, Poland. It will be a part of the well-known gardening event – 26<sup>th</sup> International Exhibition GREEN IS LIFE with the main theme “Collection of benefits”.

### **Synergy of merge**

FLOWER EXPO POLAND (FEP) is an integral part of ZIELEŃ TO ŻYCIE (GREEN IS LIFE) exhibition since 2016. From 2018 Agencja Promocji Zieleni (APZ), the manager of ZIELEŃ TO ŻYCIE, became the owner of FEP brand and is its organiser, by acquiring it from the previous Dutch operator – BureauSierteelt.

It is highly expected that the merge of these two projects will bring a synergy and significantly contribute to the success of GREEN IS LIFE and FLOWER EXPO POLAND, being the biggest show for the horticultural sector.

### **Specialisation of events**

**GREEN IS LIFE** exhibition is dedicated to garden plants, technic, technology and equipment for nurseries and gardens, whereas **FLOWER EXPO POLAND** focuses on cut flowers, indoor plants and added value products like vases, pots and floristic decorations. It is intended for florists, growers, traders and other companies operating in this sector.

An important added value of these events is a very interesting side program with flower shows and trade workshops and seminars.

### **Previous edition**

Last year on GREEN IS LIFE event there were in total 300 exhibitors from 12 countries, including 45 companies at FLOWER EXPO POLAND, representing such countries as: Germany, Holland, Italy, Colombia, Ecuador, Kenya and Poland.

The number of visitors reached nearly 17.000 people, with well over 7.000 professionals, such as landscape architects, growers, sales and retail representatives, florists and flower wholesalers, importers and exporters, suppliers of gardening and floristic products and services, and local government officials responsible for green space.

Almost 10 percent of all visitors came from abroad. Most of them from Lithuania, Ukraine, Belarus, Russia, Holland and Belgium.

Videos from 2017 can be seen on YouTube: [Flower Expo Poland](#) and [Green is Life](#).



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## Exceptionality of Polish market

Polish economy is steadily growing (by 4 percent in 2018 according to World Bank's estimates), having impact on an increase of households income which gives additional budget for 'luxury products' such as flowers and plants. Moreover, a research on consumer behavior conducted in 8 European countries in 2014 showed that Poles are much more fonder of flowers and plants than any other nation in Europe.

With nearly 38 million of consumers, Poland is a promising market, both in terms of domestic consumption as well as a perfect transfer place to nearby countries: Baltic States, Ukraine, Russia, the Czech Republic, Slovakia and Hungary.

## Partners & Ambassadors

Polish Florist Association SFP (Stowarzyszenie Florystów Polskich), the Embassy of the Kingdom of the Netherlands in Warsaw and SIGMA International (Poland) PR agency are partners and ambassadors of the event and will have an active role in increasing brand awareness of the exhibition. The event will also get the support of **Związek Szkółkarzy Polskich (Polish Nurserymen Association)** – the owner of Agencja Promocji Zieleni.

## More information

We invite you to visit the FEP website: [www.flowerexpo.pl](http://www.flowerexpo.pl).

If you have any questions, please, contact:

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***FLOWER EXPO POLAND 2018 is open for registration!***

