The goal of Green Guide is to develop a global directory of trade shows and exhibitions, which provides information for both exhibitors and visitors allowing them to research and plan their expo experience ahead.

As an international directory, Green Guide offers a cross-sector and cross-country overview of horticultural trade shows and flower & garden shows. Green Guide helps you to find a specific product and highlights the differences between competing shows. The Green Guide is the first step towards the best buying decisions.
Kardelen
Husband and wife team Selahattin and Nuran Altun, (he an agricultural engineer, she a landscaper), founded their 15 ha tree nursery Kardelen Fidancılık (snowdrop nursery) in the Odemis (İzmir) area in 2006 by combining their 25-year experience in the sector with the climatic advantages provided by the lowlands of Odemis. They also created Kardelen Peyzaj to cater for the high demand from the landscaping sector. Kardelen’s nursery stock meets international size and quality standards and their crops are either field grown or produced in containers. Kardelen supplies nation-wide and their customers include local authorities, landscape contractors, landscape architects, garden designers, house builders, developers and private estates. The company also produces climbing plants, garden roses, bulbs, grasses, perennials, trees (liners, semi-mature trees) and shrubs for international sales to countries such as Azerbaijan, Turkmenistan, Russia, Iraq, Libya, Bulgaria and Italy.

Kardelen returned for a second time to the Istanbul Flower Show, which provided an excellent platform for expanding both local and international business. “The Istanbul Flower Show exceeded our expectations and was in our opinion a great success as it allowed us to raise rand awareness. Trade shows with their face-to-face engagement are a great place to make a sale.”

This year, the 3rd edition of the Flower Show Turkey will be held from 28 November to 01 December 2013.

Nice merchandising concepts at Nema’s stand.
If you want different results...

FloraCulture’s columnist Arturo Croci shares his thoughts on the future of horticultural trade shows. There is still a place for them, but they need to evolve.

The decline in trade fairs in Europe was and is inevitable for several reasons and not only because of the economic crisis. Today modern means of communication such as internet, skype and smartphones plus low-cost travel, allow operators to talk and communicate far more, meaning that the ‘fair’ is no longer an essential tool unless motivating concepts and services are developed.

The first professional exhibition, called Hortus, was held in Belgium in 1974; the same concept was adopted for Flormart, which first took place in 1975 in Padova and now takes place once a year. In those days there were no lines of communication within the horticultural industry. The Flormart, and other trade fairs such as Horti Fair, IPM, Iberflora and Salon du Végétal have been successful because they have allowed operators to communicate and get to know each other.

However, since 1975 the horticultural exhibition concepts have not changed and for operators that attend regularly present a certain déjà-vu feeling. In the market there were indicators that showed the need for change, but the organisers of trade fairs did not want to take a risk and preferred to continue along the tried and tested paths, thus recording a decline of interest. After the poor performance in recent years and last autumn, it will be very difficult, to raise interest in trade fairs.

What will happen? Today the first need is to develop an event at low cost. A professional exhibition for large companies requires investment of 30,000 to 50,000 euro a time. These companies usually have agents in many different countries and regions and therefore prefer to save or invest in other areas.

The location of a new event should be an important city not only for the production, but also the consumption of green products. Meanwhile, IPM is now the “only one” and the solution of a single “unique professional exhibition” in Europe should be carefully evaluated.

On the Italian front there are two events that are interesting. Orticolario in Cernobbio (CO) (www.orticolario.it) recently held their 4th event, which was a huge success. Orticolario is an event that is open to the public and allows, for an acceptable cost, direct communication with groups of consumers with high spending power (namely from Lombardy and Switzerland). The other interesting event is the SUN of Rimini (www.sungiosun.it), which launched a major project for the horticultural industry this year the intention is to raise awareness of areas such as the use of ornamental plants to people that do not normally attend horticultural fairs. The conclusion is: “If we want different results we should choose different paths.”

Viva la vita.

Five trade show secrets

With the start of the New Year ornamental horticulture and gardening businesses are gearing up to attend trade shows, such as the Salon du Végétal (France), the Goyang Flower Show (Korea), Hortifloresto IPM (China) and the HTA National Plant Show (the UK). When attending these shows, most businesses only have one goal in mind, sales. But with these five trade show secrets, horticultural and garden industry businesses can gain much more than sales this season.

“One of the best things about trade shows is that you have the ability to meet face-to-face with the horticultural trade and consumer media,” says Susan McCoy, president of Garden Media Group. “Just like selling, you can also build much stronger relationships by meeting face-to-face with your industry reporters and extending your trade show coverage to include media.”

Garden Media compiled a list of five secrets to help lawn and garden businesses build relationships and create brand awareness before, during and after a trade show.

1. Set Goals. Before attending any event, businesses must decide what they want to get out of the garden trade show. Most companies want to maximize media attention leading up to, during and after the event to get their brand noticed, get people to the booth and, ultimately, increase sales.

2. Plan in Advance. Once the goals have been established, make sure to have a plan of action. Establish three to four talking points for the people who are managing the booth at the show. Also, make sure they can interact well with the attendees and media.

3. Develop Press Materials. Plan press materials with critical company information for reporters who may not have heard of the business. Include company background information, product announcements, high res product photos or images (300 dpi), any video of product demos, product fact sheets, contact information, booth number, social media links, a brief background or boilerplate for the company and your business address, website and phone number.

4. Engage with Media. Start creating a buzz before the event on Facebook, Twitter, YouTube, LinkedIn and the company’s blog. Include links to social media sites on all media material and make contact with reporters and bloggers at least eight weeks before the event starts.

5. Distribute Press Releases Post-Show. After the show is over, issue a success release about how well the new garden product or plant was received. Quote some customers or trade show officials. Be sure to follow up with any media contacts that were made at the show and get them the information they asked for promptly. Lastly, utilize social media by posting coverage on the company website and social media sites.

For more tips and secrets, download our free E-book, How to Generate More than Sales at Trade Shows. www.gardenmediagroup.com
Russia

FlowersExpo 2013

The 3rd edition of the international FlowersExpo will be held at Moscow’s Crocus Expo exhibition centre from September 9-11, 2013. The 15,000m² exhibition will gather over 350 exhibitors from 25 countries. FlowersExpo provides an insight into the future trends of the ornamental horticulture and gardening industry.

Participation in the Flowers Expo in Russia allows exporters to take a first-hand look at the local market, meet potential importers and gauge the competitiveness of their products compared to similar products promoted at the show. Last year’s edition hosted 175 Russian companies and 180 international ones.

In 2012, the trade exhibition was visited by over 13,000 visitors, of which 75% were industry professionals. The three-day event is poised to connect key buyers and decision-makers from the Russian flower sector with the industry’s most innovative manufacturers and suppliers.

FlowersExpo will host the 14th edition of Russia’s national floral design competition under the auspices of the National Guild of Florists. It is particularly important that the show’s founders and organisers can pride themselves in having an positive customer feedback. Both domestic and international exhibitors agree that FlowersExpo is a very well organised and attended trade exhibition. They say the show is very beneficial to their business and helps to expand their international sales network. And this is the key to a successful future.

Dates: 9-11 September 2013
Trade show hours: Monday 9 and Tuesday
10 September 10.00 - 18.00, Wednesday
11 September 10.00 - 17.00
Venue: Crocus Expo Moscow
T +7 495 221 12 51
E mail@flowers-expo.ru
l www.flowers-expo.ru
Since its first edition in 1997, the World Flower Exhibition Goyang Korea has been held every 3 years until 2012 and the Goyang Korea Flower show held in the years in between.

The Goyang International Flower Foundation was established in order to organise the exhibition more professionally and effectively. It held its inaugural meeting on October 23, 1998 and established the corporation on January 13, 1999 as the World Flower Exhibition Goyang Organizing Committee.

On December 13, 2007, the name changed from World Flower Exhibition Goyang Organizing Committee to Goyang International Flower Foundation. And today, the organizers are delighted to announce that the biggest flower exhibition in Korea, the International Horticulture Goyang Korea (IHK) will be held every year starting from 2013.

The 2013 edition of IHK will have the newest trends displayed and demonstrated to the world, including gardening techniques and new cut flowers and plants. The expo will definitely help to open up the gateway for international flower business trade. For 2013, the organisers have announced Business Days from April 27 to 30 that are expected to generate hundreds of commercial meetings. An expected 50,000 business people will visit IHK2013 on that occasion. There will be a special Business Lounge for promoting horticultural business trade as well as a Matchmaking Forum with free online registration for industry professionals. According to IHK, the Matchmaking Forum is a unique platform to find new business partners and exchange ideas.

It is our pleasure to invite you to the International Horticulture Goyang Korea 2013.
FLORMART, the largest international trade exhibition for flowers, plants, innovative technology and supplies in Italy, will take place in Padua from 11 to 13 September 2013.

Last year, show organiser, PadovaFiere unveiled a strategy to retool and reinvigorate the Flormart show. The 64th edition will boost plenty of new and exciting ideas and is set to become the ultimate business platform through which operators can overcome this particularly difficult period of international economic crisis.

A not-to-be-missed event at FLORMART 2013 is T-Verde, the technological gardening show which enables visitors to become familiar with the entire production process of the landscaping project, from design to implementation, from integration of the technological and nursery-gardening components to the operational model.

T-Verde will be host to vertical gardens, hanging gardens, special greening-up solutions, sound-proofing structures covered in plants, deep-rooted reinforcing lawns and ground covers, examples of landscaped traffic dividers and roundabouts, systems for making roadside slopes greener and for recovery and storage of rainwater for irrigation. All of these systems are set to inspire architects and landscapers and improve the functional and aesthetic aspects of public works as well as city building complexes with green and flowering plants.

FLORMART 2013 will undoubtedly be an international showcase for nursery gardening excellence. A complete network of companies representing Italian entrepreneurial production are intent on matching up commercial proposals with trade operators that are looking for innovation. A highlight of last year’s edition was the number of foreign delegates hitting new records. The show hosted professional sellers and buyers who are involved in the commercialisation of ornamental plants, green foliage for decoration, tools and machinery for private and public production chains, as well as articles for florists.

In order to capture the interest of trade professionals, Flormart will be held on Wednesday, Thursday and Friday, thereby increasing business opportunities for exhibitors. The entrance to Flormart will be free of charge to all trade visitors upon registration.
The fourth HTA National Plant Show will take place on Tuesday 25 and Wednesday 26 June 2013 at Stoneleigh Park, Coventry. Building on the success of the first three shows, the HTA National Plant Show 2013 will once again showcase the best of British plant suppliers and offers the perfect opportunity to discover the plants customers will love at the UK’s only trade show dedicated to plants.

The Show brings together the whole of the UK plant supply chain to present new introductions and current ranges for the following season and provides a unique opportunity for plant buyers, facilitating interaction between all facets of the supply chain, ultimately aiding planning and purchasing of ranges in line with new consumer trends.

Register now to:
- See the widest range of plants from bedding to trees from British suppliers all under one roof
- View plants at a time of year when they are at their best
- Start planning your ranges at the optimum time
- Learn from leading industry figures at free plant-focused seminars
- Preview new plant introductions and spot future show stoppers in the International Breeders Area
- Explore and order sample stock from a range of exhibitors at the Marketplace
- Find your next best-selling plant in the New Plant Area

“The International Breeders Area makes the Show THE plant show to visit with the greatest choice of plants from across the UK and around the world.” David Wales, Benary.
Green is Life is Central and East Eastern Europe’s leading trade exhibition for hardy nursery stock hosting 300 exhibitors from 11 countries (including Germany, the Netherlands, France, Belgium, Czech Republic, Slovakia, Hungary and Italy). It showcases trees, shrubs, perennials, ground covers, grasses as well as patio and bedding plants.

This event is a must for any breeder, grower, buyers or seller as it is timed to coincide with the nursery stock looking at its best. The end of August is the perfect time to see thousands of top quality plants, with the industry full of new energy and anticipation to see what will be entering the market during the new selling season. Apart from exciting new plants, Green is Life is a showcase of innovative technology and supplies from leading Polish and international suppliers to the worldwide horticulture industry.

In 2012, the trade exhibition attracted over 17,000 visitors, including 5,500 sector specialists from thirty three countries. Traditionally, Green is Life welcomes a strong flow of international growers, wholesalers, landscape architects, builders and green contractors as well as municipal authorities.

“The attendance of industry professionals increases every year” – said Agnieszka Żukowska, managing director of the Green is Life show. “There are conferences and seminars, offering top-notch learning opportunities and in-demand keynote speakers. These events are attended by people responsible for public greenery, buyers from garden centres, landscape architects and contractors. They come not only across Poland, but also from Eastern Europe and Scandinavia. Presentations are held in Polish, English and Russian.”

**Dates:** 30 August - 1 September 2013  
**Trade show hours:** Friday 30 August and Saturday 31 August 9.00 - 18.00 and Sunday 1 September 9.00 - 17.00  
**Venue:** EXPO XXI, Prądżyńskiego Str. 12/14, Warsaw, Poland  
**T** +48 22 435 47 20-22  
**E** info@greenislife.pl  
**I** www.greenislife.pl
From the complete diversity of plants and flowers via floristry highlights right up to the newest trends from technology, garden features and services, over 1,500 exhibitors from more than 40 countries will present themselves at the world’s premier fair in the green sector.

The top position of IPM ESSEN will once again be underpinned not only by the constantly growing internationality amongst the exhibitors and the visitors but also by an extensive range on offer as well as a first-class supporting programme.

In 2013, 1,537 exhibitors from 46 countries presented around 60,000 trade visitors their products and services for everything to do with the green sector at Messe Essen. The high internationality, the comprehensive range on offer and the presentations of the exhibitors aroused the enthusiasm of the trade fair visitors from more than 90 countries.

IPM ESSEN is the central stage for worldwide commerce in the green business.

Dates: 28-31 January 2014
Trade show hours: 9.00-18.00
Venue: Messe Essen
T +49 201 7244 532
E info@ipm-essen.de
I www.ipm-essen.de
China/Russia/UAE

Hortiflorexpo IPM Beijing/Shanghai

HORTIFLOREXPO IPM is China’s most influential horticultural trade show and takes place in Shanghai in 2013. HORTIFLOREXPO and IPM ESSEN staged their first joint event in the Beijing Exhibition Center in 2012. It takes place every year, alternating between Beijing and Shanghai. An extensive supporting programme will be offered parallel to the HORTIFLOREXPO IPM. Inspection tours on which tree nursery and horticultural businesses will be introduced are being planned for international exhibitors. During live demonstrations, trade visitors will be able to marvel at the newest flower and plant trends.

Flowers IPM Moscow

The range of goods and services at FLOWERS IPM Moscow comprises plants, horticultural technology, floristry and equipment. The fair offers an up-to-date and comprehensive cross-section of subjects relevant to the horticultural industry, including a large number of product innovations and future trends. The 19th FLOWERS IPM Moscow had some 530 exhibitors from nearly 20 countries. Over 12,000 trade visitors came to the All Russian Exhibition Centre in Moscow in order to obtain information about the extensive range of the trade show. Particular programme highlights are planned for the anniversary event in 2013.

IPM Dubai

A total of 4,829 trade visitors from 23 nations were counted at the seventh IPM DUBAI and the fifth WOP DUBAI after three successful days at the Dubai World Trade Centre, Dubai, UAE. Exhibitors from 17 nations participated in the most important horticultural trade show in the Gulf Region and showed a comprehensive range available from the fields of plants, technology, floristry, sales promotion as well as plant care and logistics. The diverse supporting programme with horticultural seminars, floristic demonstrations and workshops offered the visitors an ideal platform for the exchange of knowledge and for networking.
IFEX is Asia’s largest and most significant business-generating trade venue in the industry. Flower, horticulture and garden industry professionals such as florists, garden centers, wholesalers, importers and growers gather at IFEX from all over Japan and Asia.

Due to the decrease of domestic production, the import of flowers and other related products has increased dramatically in Japan over the years making Japan a very attractive market for exporters in the flower industry. The import of cut flowers has been increasing steadily over the last decade due to the improvement in quality and competitive price of imported flowers. Even in 2011 when the earthquake and tsunami hit Japan and caused severe damage to the economy, the volume of flowers imported to Japan remained almost the same as the previous year. Now that the Japanese economy has recovered from the disaster, overseas flower exporters have recognised the huge potential of the Japanese market!

IFEX offers opportunities to meet growers from Asia. Japan is the largest flower importer for all the major flower exporting countries such as Malaysia, China, Taiwan and Korea. They are very keen to see the trends in the Japanese market and therefore many of them visit IFEX. By participating in IFEX, they are able to promote their products and technologies not only to the Japanese market, but also to the growing Asian markets.

What exhibitors and visitors say...

“IFEX is surely the most important trade venue for us to increase the annual sales.” Asocolflores

“IFEX is indispensable for us to grow flower exports from Taiwan to the huge Japanese market.” Taiwan Floriculture Exports’ Association

“The show is the most important sourcing venue for next season.” Komeri - one of the largest home centers in Japan

“40 buyers visited the show to source from our company.” Aeon Retail, one of the largest supermarket chains in Japan

“The show was great. We are going to place significant orders on exhibitors soon.” Love of Soil - Korean importer
Russia/The Netherlands

Flowers IPM/Expo Flora Russia

The organisers of the trade exhibitions, Flowers IPM and Expo Flora Russia have announced that they will combine their annual trade shows in one venue in 2013. This megaevent will be held at Moscow’s All-Russia Exhibition Centre from Wednesday 28th August to Saturday 31st August. The 3-day event will be one of the foremost horticultural trade show featuring the latest in flower and plant growing, floristry, landscaping, gardening, horticultural technology and supplies from the world’s leading suppliers and manufacturers.

The traditional Moscow-based Flowers IPM Expo has already successfully been taking place in the All Russian Exhibition Centre for 20 years (since 1994) and is a leader in the field of gardening and landscaping. By teaming up with the international flower& plant exhibition, Expo Flora Russia of HPP Exhibitions, the floriculture part of the event will receive a strong boost.

IFTF 2013

The 4th edition of the International Floriculture Trade Fair (IFTF Expo) will be held from Wednesday November 6th to Friday November 8th, 2013. The IFTF is the industry-wide event that serves all segments of the floriculture supply chain: from breeders, propagators, technical and service suppliers, growers to the trade. The main focus is on buying and selling within the floriculture supply chain.

IFTF has found an excellent base in Expo Haarlemmermeer, a former Floriade Hall, designed and built as a state-of-the-art greenhouse which is situated in Vijfhuizen near Aalsmeer and its flower auction FloraHolland. FloraHolland will hold its own FloraHolland Trade Fair for their members at the same dates as the IFTF.

Expo Haarlemmermeer is a beautiful venue that currently has 16,000 m² of exhibition space with an extension possibility of another 32,000 m², making it a total of 48,000 m² available exhibition space. The plan is to make the extra m² available for exhibitors, due to the high demand for exhibit space for the fourth edition in 2013.
Don’t miss the international FloraHolland Trade Fair Aalsmeer! The FloraHolland Trade Fair Aalsmeer is the place for doing business. The FloraHolland Trade Fair guarantees an abundance of product and marketing inspiration. You will discover a complete overview of the supply of flowers and plants, product concepts, new products and trend presentations.

More than 650 national and international suppliers to FloraHolland will be more than delighted to show you their newest products, available for order immediately or in the future. Every year, exporters, wholesalers and their customers visit the Trade Fair Aalsmeer. Don’t miss it.

Last autumn, Horti Fair announced that it will move to the FloraHolland flower auction where it will be held in conjunction with the FloraHolland Trade Fair. The International Horti Fair and the FloraHolland Trade Fair Aalsmeer are going to unite from now on in a new fair combination which will still retain the separate, strong characteristic profiles of the two fairs. The visitor will find the two fairs running simultaneously and under one roof at FloraHolland in Aalsmeer.

We hope to see you there!
Orticolario

The 5th edition of Italy’s top home and garden show, Orticolario, promises to be three days of elegance showcasing the world’s most beautiful flowers and plants. The 2013 edition of Orticolario will stimulate and impress visitors through focusing on one of the five senses: Taste. Dahlia is one of the late stars of summer and has been nominated as the Orticolario’s Plant of the Year.

Orticolario traditionally takes place in the early autumn when the first red, crimson and yellow starts to nestle in nature. Villa Erba, the 19th century villa of late film maker Luchino Visconti (‘Death in Venice’ and ‘Ludwig’) provides the most spectacular backdrop for Italy’s most important floral rendezvous. An absolute first this year is that Villa Erba will open its doors to visitors. In the company of an expert guide, enjoy the splendour of the rooms which were decorated by Angelo Lorenzoli and include stuccowork, carved wood and frescos by Ernesto Fontana.

Packed with ideas on how to make the most of your own garden or floral arrangement, the show combines specialty flowers and plants as well as an unrivaled and superb mix of craftsmanship, style and artwork for which Italy is famous for. Orticolario features themed gardens, flower arranging and ‘flower cooking’ demonstrations. One of Orticolario’s main goals is to raise money for local charities.

Dates: 4-6 October 2013
Trade show hours: 9.30-20.00
Venue: Villa Erba, Cernobbio, Italy
(Ferry service leaving from Cernobbio’s Piazza Cavour)
T +39 031 3491
I www.orticolario.it
Orticolario is also on Facebook and Twitter
The Netherlands

Horti Fair 2013

The International Horti Fair enjoys a highly rated position as the leading horticultural trade fair for technology, innovation and inspiration.

The 2013 International Horti Fair hopes to welcome you to this years event which will be held in conjunction with the FloraHolland Trade Fair on 6-8 November from 09.00-18.00 hrs in Aalsmeer. Once again we are looking forward to joining the participants in greeting thousands of colleagues from the international horticulture. By cooperating with the FloraHolland Trade Fair, we have been able to refine our profile as a trade fair. Both the International Horti Fair and the FloraHolland Trade Fair will be held in the FloraHolland auction building and special adjoining pavilions.

Of the more than 15,000 trade visitors in 2012, a vast majority (72%) rated the move from Amsterdam to Aalsmeer as a good (or even very good) decision. This was one of the findings of the independently conducted survey that the Horti Fair holds for each of its annual trade fairs. Almost 80% of these visitors is planning to visit the Horti Fair 2013. This is an even higher score than for previous years!

Dates: 6-8 November 2013
Trade show hours: 9.00-18.00
Venue: FloraHolland Aalsmeer
T  + 31 (0)297 344 033
E  info@hortifair.nl
I  www.hortifair.nl
The Flower Show Turkey/Eurasia Plant Fair is one of the largest trade shows for the ornamental horticulture and gardening industry. Ideally located on the crossroads between the West and the East, Flower Show Turkey/Eurasia Plant Fair is by far the region’s most important trade exhibition for a rapidly expanding plants and landscaping market. It attracts top international buyers and sellers from around the world. The event is now not only recognised as a meeting point of two continents, but a meeting point for the world!

The 2012 show featured more than 300 exhibitors from 18 countries who produce 10,000+ different plant varieties (net stand area was 11,772 m² which is a 10% growth compared to 2011). The show welcomed a strong contingent of international exhibitors with Italy, Germany and the Netherlands being particularly well represented. On display were a record number of plant varieties, that are suitable for all weather conditions and soil types, the latest materials and technologies for production of plants along with landscaping equipment and services.

An important element in the success of the Flower Show Turkey 2012 was the high number of international buyers attending. The 9,036 visitors came from 53 different countries, with the Middle East, Europe, and the new republics in Central Asia being particularly well represented. Exhibitors were not only able to meet the key buyers from Turkey’s emerging sector, but they also made valuable business contacts in many other exciting markets.

Turkey is one of the world’s most strategic points as it is located on the old Silk Road. Istanbul, Turkey’s commercial centre, is the world’s only city located on two continents. It is literally connecting East and West. The Istanbul Fair Center is very conveniently located near to Istanbul’s International Ataturk Airport. There are daily direct flights to Istanbul Ataturk International Airport from almost all over the world. After landing, it takes three minutes by taxi to get to the exhibition centre and it is also one stop away from the Airport Metro.
February 2013

5 to 7. Spain
Viveralia, the 10th edition of the international plant fair, Viveralia at the IFA convention centre in Elche, Spain.
www.feria.alicante.com

6 to 8. United States
New England Grows. One of the largest and most popular horticultural and green industry events in North America at the Boston Convention and Exhibition Center.
www.newenglandgrows.org

6 to 8. Germany
It offers the sectors connected to the international fresh produce industry. The leading world event for the fresh fruit and vegetable business at the Poznan convention centre.
www.hollandfoodandflowers.nl

13 to 14. United States
The Landscape Industry Show at the Los Angeles Convention Center, CA.
www.winwithclca.org

19 to 21. France
Salon du Végétal at the Angers convention centre in Angers, France.
(33) 241 7914 17
F (33) 241 4529 05
salon@bhr-vegetal.com
www.salonduv egetal.com

23 February. United States
MidAtlantic Region Perennial Symposium, ‘Perennially Inspired’, Baltimore. Join The PPA & The Horticultural Society of Maryland, Inc. to be perennially inspired. Engage with FIVE impressive speakers and network with your peers. This event sold out last year. The final cut off date for registration is February 18. Register now to guarantee your seat.
www.perennialplant.org

24 to 26. Poland
Gardenia, trade exhibition for nursery stock and landscaping at the Poznan convention centre.
www.gardenia.mtp.pl

24 February to 3 March. The Netherlands
Holland Food & Flowers. 80th anniversary of the world’s largest indoor bulb flower exhibition at Bovenkarspel. This year’s theme is Russia.
www.hollandfoodandflowers.nl

March 2013

5 to 6. Belgium
Florall Spring Fair at the Flanders Convention Centre in Ghent.
T (32) 9 241 5091
F 932) 9 241 5095
info@floral.l.be
www.floral.l.be

9 to 18. Taiwan
Taiwan International Orchid Show info@tios.org.tw
www.tios.org.tw

13 to 15. United States
www.hpp.nl

13 to 17. Switzerland
Giardina, the country’s leading home and garden show at the Messe Zürich convention centre.
www.giardina.ch

15 to 24. Canada
Canada Blooms March 15 to 24 Toronto, Canada.
www.canadablooms.com

20 to 22. Ethiopia
Hortiflora at the Millenium Hall, Addis Ababa.
www.hpp.nl

20 to 24. Australia
Melbourne International Flower & Garden Show at the Royal Exhibition Building & Carlton Gardens.
info@melbflowershow.com.au
www.melbflowershow.com.au

21 March to 21 May 21. The Netherlands
Keukenhof, the world famous spring garden at Lisse.
www.keukenhof.nl

April 2013

6 to 11. United States
California Spring Trials www.ofa.org/springtrials

9 to 11. Ukraine
Flowers & Hortech, 8th international trade exhibition for the ornamental horticulture and gardening industry.
T (31) 55 534 1140
F (31) 55 534 0168
info@bto-exhibitions.nl
www.flowers-hortech.com

May 2013

9 to 11. Thailand
HortiAsia in Bangkok. Now in its second year, HortiAsia will focus on the entire supply chain of fruits, vegetables, flowers and plants.
T (66) 250 8821
F (66) 250 8822
info@horticexhibitions.com
www.horticexhibitions.com

17 to 20. China
15th Hortiflorexpo IPM Shanghai, organized by the China Flower Association, Intex Shanghai and China Great Wall International Exhibition Co Ltd. and to be held in the Shanghai World Exhibition Centre.
www.hortiflorexpo.com

19 to 21. United Kingdom
RHS Show Cardiff in the parklands of Cardiff Castle.
www.rhs.org.uk

22 to 25. France
Annual General Meeting of CIOPORA in Angers, France.
www.ciopora.org

June 2013

5 to 7. Kenya
International Floriculture Trade Expo (IFTEX) at the Oshwai convention centre, Nairobi.
www.hpp.nl

6 to 8. Tanzania
Food Agro Africa 2013, Africa’s premier international food, hotel and agricultural products, equipment and machinery trade show at Dar-es-Salaam.
www.foodexpo.expogr.com

11 to 14. The Netherlands
Flower Trials in the Aalsmeer, Westland and Rheinland Westfalen (Germany) areas.
www.flowertrials.com

17 to 21. The Netherlands
Groci 2013, international symposium on growing media and soilless cultivation, growing media and soilless cultivation at the Holiday Inn in Leiden. Grosci2013.symposium@wur.nl

18-21. United States
International Floriculture Expo (IFE) at the Miami Beach Convention Centre.

19 to 21. Brazil
20th Hortitec at the Holambra Convention Centre, Holambra/SP.
www.hortitec.com.br

28 February to 1 March.

United States
Tampa Spring Expo, Florida.
www.tbwg.org

16 to 18. South Africa
2nd Cool Logistics Africa at the Vineyard Hotel & Spa, Cape Town, South Africa.
www.coollogisticsafrica.com

17 to 20. China
15th Hortiflorexpo IPM Shanghai, organized by the China Flower Association, Intex Shanghai and China Great Wall International Exhibition Co Ltd. and to be held in the Shanghai World Exhibition Centre.
www.hortiflorexpo.com

19 to 21. United Kingdom
RHS Show Cardiff in the parklands of Cardiff Castle.
www.rhs.org.uk

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Annual General Meeting of CIOPORA in Angers, France.
www.ciopora.org

week 17. the Netherlands
2013 European Spring Pack Trials in the Aalsmeer area and the province of North Holland. The open days will be held on various dates in week 17. Check the Fleuroselect website for more information.
www.fleuroselect.com

24 to 25. Kazakhstan
Astana Flora Expo 2013, at Astana’s international exhibition centre “Korme”.
T (7) 495 221 1251
M (8) 915 185 7903
mail@flowers-expo.ru
www.flowers-expo.ru

27 April to 5 May. Korea
International Horticulture Goyang Korea show 2013 in Goyang’s Ilsan Lake Park.
sales@flower.com
www.flower.or.kr

21 to 25. United Kingdom
Chelsea Flower Show.
www.rhs.org.uk

22 to 24. Azerbaijan
The 7th Azerbaijan international agriculture exhibition, Agrihort at the Baku Expo Centre.
Show founders and organisers: iteca Caspian LLC (Azerbaijan) and ITE Group PLC (UK)
T +994 12 404 1044
F +994 12 404 1001
agro@iteca.az
www.agrihort.az
www.iteca.az

30 May to 3 June, Ireland
Bloom 2013 is Ireland’s most important flower show which will take place in the Phoenix Park in Dublin.
www.bloominthepark.com