

# Mexico, participating country on IPM ESSEN 2020

Mexico has a great potential on becoming one of the most important exporters of the world, and, in order to achieve this, it is necessary to provide producers with specialized knowledge, in topics such as production, design and quality standards that can satisfy necessities of international markets: That's the reason why the OPF's objective is to create business connections and bring this knowledge closer together.

**Mexico is the third largest country planted with flowers and ornamental plants with more than 25,000 producers and 23,000 hectares.**

Mexico has a long experience and tradition on flowers and ornamental plants production, this is a very important aspect, because you are going to be able to find business partners with a great experience, products that are well known around the world because of their quality and beauty, a land and weather that are optimal for having a successful planting, but, additionally to this, the Mexican floricultural industry has more positive points to take into account:

- Mexico's proximity with the United States, that has one of the biggest consumer markets for ornamental and floricultural products.
- Mexico is the most important commercial partner for Germany on Latin America.
- The European Union and Mexico have facilitated customs procedures within the framework of a free trade agreement

All these acts make Mexico an attractive destination for investment on green industry.

Council of Producers of Morelos State, with the support of Morelos State Government Will be present with a group of plants and flowers producers.

Ornamental Plants & Flowers México 2020 will celebrate their second edition on November 17, 18 and 20, 2020 in Centro de Congresos Citibanamex, located in Mexico City.

There are four reasons why Mexico City is a strategical geographical point for organizing OPF:

- Most of the production locations of Mexican plants are in nearby regions at maximum three hours by driving.
- Mexico City is the most important financial center of the country.
- It is the place with the highest consumption of flowers and ornamentals.
- It is the most important distribution point of the country. From the Central de Abastos, Mercado de Jamaica and Xochimilco, plants and flowers are delivered to the rest of the country.

The realization of OPF in partnership with IPM Germany translates into three important benefits:

- The strengthening of Supply Chain process of ornamental plants in Mexico by the specialization and use of new technologies
- Being the gateway to the recognized Mexican green industry.
- Finally, to encourage other activities such as landscaping, gardening, florist activities and entrepreneurship.

4 exposition sites:

- Plants and Flowers
- Innovation and Technology
- Floral Designing and Florist Activities.
- Landscaping and Gardening.

It is expected to receive around 10 thousand people between plants and flowers producers, urbanists, landscapers, architects, self-service stores, hotels y general public that are interested on this sector.

It is important to mention that OPF will gather buyers from Canada and the United States, who are going to have business meetings with exhibitors.

This event will group some experts on production of contained plants, of flowers and foliage, suppliers from various types of fertilizers, fertilization, disease control and plagues, etc.

There would be in total 7,500 species and varieties of plants in exhibition with participation of producers from the following States: Morelos, Mexico City, Jalisco, Estado de México, Veracruz, Querétaro, Michoacán, Colima, Guanajuato, Nuevo León and Puebla.

### **Innovation.**

b2b-conecta.com is the new digital platform of business meetings between professionals of green industry, where they are linked directly by personal messages, e-mail and virtual meetings, with the possibility of showing their products and services with a detailed description and file.

B2b-conecta.com is looking for franchisees.

Exhibitors of Mexican pavilion:

- Consejo de Productores del Estado de Morelos con el apoyo del Gobierno del Estado de Morelos (Council of Producers from State of Morelos with support of Morelos State Government).
- Ornamental Plants & Flowers México
- b2b-conecta.com