

Essen, November 10, 2016

FlowersExpo powered by IPM ESSEN 2017

## Strong Partnership: Messe Essen and GreenExpo Sign Cooperation Contract

### Optimally Oriented in Russia: International Plant Fairs Bundle Competence and Create Synergetic Effects

Strong cooperation promises good chances for the future: FlowersExpo, the most important sectoral platform in Russia, and IPM ESSEN, the world's leading fair for horticulture, will come together under the new fair title FlowersExpo powered by IPM ESSEN. From September 12 to 14, 2017, the trade fair in the Crocus Expo International Exhibition Centre in Moscow will show a cross section of subjects relevant to the sector. The partnership between Messe Essen and the Russian fair organiser GreenExpo will support German and international companies in extending business relationships on the Russian market.

FlowersExpo is the largest plant trade fair in the Eastern European region and an absolute must for specialists from Eastern Europe. In this respect, the trade fair which has been growing for years portrays the entire value added chain in the green sector: from plant production and cut flowers via technology and floristry right up to the equipment at the point of sale.

### Russia Still Important Sales Territory for EU Exports

In spite of political turbulences, the Russian market is proving to be crisis-proof and thus continues to be an important bulk buyer for green products: In particular, the demand for ornamental and pot plants as well as for cut flowers is growing steadily and cannot be met by domestic production. For international companies, it is all the more important to show their presence on the Russian market - As the leading meeting place of the green sector in Russia and Eastern Europe, FlowersExpo powered by IPM ESSEN will offer the perfect opportunity for this.

Contact for registrations: [international@messe-essen.de](mailto:international@messe-essen.de)

For further information: [www.flowers-expo.ru](http://www.flowers-expo.ru)



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