

Essen, April 18, 2019

900 Exhibitors from 31 Countries:

Hortifloorexpo IPM Shanghai 2019 Starts on April 20

China's Largest Fair for Horticulture on a Growth Course

On Saturday, April 20, China's largest horticultural fair, Hortifloorexpo IPM Shanghai, will start in the Shanghai New International Expo Center. Until April 22, the trade public will find novelties and innovations from the Plants, Horticultural Technology, Floristry and Garden Features areas here. The visitors will not only gain a complete overview of new products and trends. A multifaceted supporting programme will invite them to exchange ideas and will impart the newest horticultural knowledge. The Chinese horticultural sector is becoming increasingly significant. In comparison with the preceding event in 2017, the exhibition area at Hortifloorexpo IPM Shanghai has been enlarged by nearly 25 percent to 50,000 square metres.

The 900 exhibitors will include major players in the sector such as EverGreen, Gavita, Dümmen Orange, Zimex, Danziger, Anthura, Deroma, Selecta, Compo, Klasmann-Deilmann and many others. In total, 31 (in 2017: 30) exhibitor nations will be represented at Hortifloorexpo IPM in Shanghai this year: Australia, Belgium, Canada, China, Colombia, Denmark, Ecuador, Estonia, Ethiopia, Finland, France, Germany, Hong Kong, India, Ireland, Israel, Italy, Japan, Kenya, Latvia, the Netherlands, Poland, South Africa, South Korea, Spain, Sweden, Taiwan, Turkey, the UK, the United Arab Emirates and the USA. Official joint booths will come from Germany, the Netherlands, Ecuador, Colombia and Taiwan.

Supporting Programme with Value Added

On all the days of the fair, numerous workshops and conferences will invite the visitors to the fair to expand their knowledge and to exchange ideas with each other. In this respect, the main focal points will be new greenhouse technology, the Chinese purchasing behaviour and consumer trends with regard to plants and cut flowers. The reigning German Champion of Florists, Michael Liebrich, will present the latest floristry trends in thrilling live shows. Other international floral designers will appear too: Wan Hong from China, Aotama Okamoto from Japan, Myeon Oh from South Korea and Chuixun Chen from Taiwan will demonstrate flower art on the highest level.



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