



中国国际花卉园艺展览会
HORTIFLOREXPO CHINA



Information

Hortifloorexpo IPM in Peking on April 23 - 26, 2014

Increased Number of Exhibitors at China's Largest Horticultural Fair

Essen/Peking, March 20, 2014

Two strong brands - one strong fair: Hortifloorexpo China and IPM ESSEN have created China's most important horticultural fair. This successful cooperation between Messe Essen and the China Flower Association will be continued in Peking on April 23 - 26, 2014.

Innovative products and services for horticulture will be shown at Hortifloorexpo IPM Beijing: from plants via technology right up to floristry and garden features. The numbers of exhibitors will prove that Hortifloorexpo IPM is becoming ever more significant. For comparison: 405 companies from 24 countries presented themselves at the last event in Peking. In 2014, there will be 450 from 24 nations - a rise of eleven percent. In order to meet the strong demand, a new hall was built on the fair site of the Beijing Exhibition Center.

"Hortifloorexpo IPM will take place in an economically excellent environment with a lot of potential upwards. China continues to be on a breathtaking growth course. In the plant sector alone, the global economic power is registering a turnover plus of 15 percent," according to Oliver P. Kuhrt, Chairman and CEO of Messe Essen, and Egon Galinnis, Managing Director of Messe Essen.

German Participation

Germany will participate in the fair not only on a cooperative booth organised by Interessenvertretung der deutschen Industrie für den Gartenbau e.V. (INDEGA - "Association Representing the Interests of the German Horticultural Industry") but also in the supporting programme. In live demonstrations, top-class florists from the Federal Republic of Germany will show the newest trends in floral design in an impressive form. Furthermore, international visitors and exhibitors will have the possibilities, already on the day before the fair, of looking around horticultural businesses in Peking and of obtaining information directly in situ.

Further information: www.hortifloorexpo-ipm.com



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