




FLOWERS & HORTECH
UKRAINE 2012

11 - 13 April 2012

International Exhibition Center Kiev - Ukraine



**7th Ukrainian
International
Exhibition for
Flower Business,
Horticulture,
Nurseries,
Landscape design
and Floristry**



www.flowers-hortech.com



Under patronage of:



Supported by:



All-Ukrainian League of Garden Plants Producers

Media Partners:



Ukraine's growth 'better than expected'

Ukraine, which was hit hard by the 2009 global recession, is rebounding "better than expected". Economic growth exceeded 4 percent due to increase in exports and recovery of investment and private consumption

The World Bank revised up the forecast of Ukraine's GDP growth to 4 percent in 2011. Earlier, the economy's growth forecast was set at 3.5 percent for 2011.

Improving labor market conditions and a gradual increase in consumer lending, improving consumer confidence, will keep private consumption growth at above 5 percent in 2011-2012



The EURO 2012 soccer championship will give a further boost to the economy!



Things to know about the show

- Flowers & HorTech Ukraine 2012 is the most important international exhibition for flowers business, horticultural technology, nurseries, landscape design and floristry in Ukraine.
- Organised under the patronage of the Flower Council of Ukraine.
- 5.143 (trade)visitors attended Flowers & HorTech Ukraine 2011.
- (Trade)Visitors from all regions of Ukraine visit Flowers & HorTech Ukraine making it the very best International platform in Ukraine for the horticultural sector.
- 91% of the 2011 exhibitors said that Flowers & HorTech Ukraine met their expectations.
- 98% of the 2011 exhibitors rated the organisation as 'good to very good'.
- Organised in the modern International Exhibition Center 'IEC', conveniently located and only 10 minutes away from the old city centre.
- Organised in the ideal month of April.
- A high number of quality trade visitors, a large press coverage and great interest of governmental bodies.
- 3-day trade event (Wednesday – Friday)
- Experienced organisers
- Extensive marketing campaign
- Supported by several governmental bodies.



Facts and figures

Overview

Next Event – 11 - 13 April 2012
 Venue – International Exhibition Center
 Organiser – BTO Exhibitions BV, City of Dreams Ltd.
 Year Established – 2006
 Frequency – Annual
 Website – www.flowers-hortech.com

2011 Event

Domestic (Direct) Exhibitors – 50
 International (Direct) Exhibitors – 110
 Total (Direct) Exhibitors – 160
 Countries Represented – 15
 National Pavilions/Groups – 4
 Total sqm (gross) – 3.750 sqm
 Visitors – 5.143

Official Support

- Federation of employers of Ukraine
 - All-Ukrainian league for Garden Plants Producers



Key Product Areas

Flower Business and Floristry

- Cut flowers
- Ornamental plants
- Potted plants
- Flower bulbs
- Seedlings and cuttings
- Retail packaging and materials
- Labels and pricing systems
- Floristry products
- Dried flowers

Horticulture and Technology

- Machinery and tools
- Greenhouses & technology
- Irrigation equipment and watering systems
- Pots and trays and packaging for live flowers & plants
- Packaging materials
- Potting compost and substrates
- Seeds for vegetables
- (Biological) Crop protection

Nurseries and Landscape design

- Garden plants
- Trees and shrubs
- Bonsai and succulents
- Garden and landscaping materials
- Garden designs

Services

- Financing, leasing and insurance
- Transportation services
- Media
- Promotion materials
- Consultancy & landscaping services



Marketing Efforts

A critical success factor of Flowers & HorTech Ukraine 2012 are the marketing efforts which are set out in the marketing plan for Flowers & HorTech Ukraine 2012. These efforts will attract professionals from the entire sector. Our promotion enables you to actually start or further develop your horticultural business in Ukraine!

The marketing efforts include:

- Invitations distributed through the Flower Council of Ukraine to all key buyers, trade professionals, growers, nurseries, importers and exporters, florists, garden centres / hypermarkets and landscape designers.
- Direct mailing campaigns to a qualified visitor database.
- Press advertising in the relevant trade press, journals, newspapers and on TV (ICTV) & Radio.
- Editorials in carefully selected trade press.
- Allocation of tickets for exhibitors to issue to existing and potential clients.
- Frequent local press conferences.
- Promotion teams in all major Ukrainian cities will visit the numerous flower kiosks and invite the owners and management personally.
- Online registration on our website (in 2011 more than 1.150 visitors registered online).
- Frequent email newsletters send to a highly qualified database in Ukraine.
- Close cooperation with the leading magazines and journals, including high volume ticket inserts.
- Promotion in many international trade magazines.
- Billboards placed throughout the city centre of Kiev.



Meet & Greet

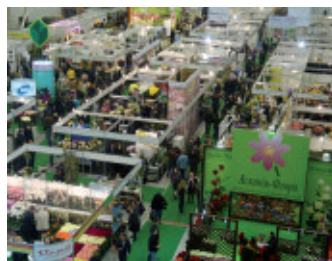
Meet the key buyers from Ukraine who can make a difference for your business;

- Professional growers of flowers, plants, fruits and vegetables.
- Owners and management of garden centres and hypermarkets.
- Florists and owners of florists' shops.
- Traders, importers and exporters of flowers, plants and vegetables.
- Owners of nurseries.
- Landscape designers.



Experienced organisers

BTO Exhibitions BV, The Netherlands and City of Dreams Ltd, Kiev Ukraine organise Flowers & HorTech Ukraine 2012. BTO organises international trade shows for the horticultural and agricultural sector. BTO is active in Ukraine since 1997. City of Dreams works under the authorisation of the Ukrainian Flower Council. City of Dreams initiated in 2001 the quickly well established spring and autumn exhibitions for the Ukrainian flower business under the name 'Festival of Flowers' in Kiev. In 2005, those events were merged into Flowers & HorTech Ukraine.



IEC Kiev

The International Exhibition Center (IEC) at Brovarskyi Prospekt in Kiev is Ukraine's biggest and most modern venue for International Exhibitions.

The International Exhibition Center consists of 3 pavilion's with a total area of some 26.000 m².

The Center is conveniently located; just 10 minutes away from the old city centre and just a 5 minute walk to the Livoberezhna underground station.

A NOVUS supermarket is situated just in front of the Exhibition Center.



Exhibitor list 2011

AGROSVIT UKRAINY
A.J. MOSTERT II BV
AGRUS
ACADEMY OF FLORISTICS OF
NATALIYA AGEEVA
AGRIGAASH
AGRIPLYANE S.A.S.U.
AGRO-SUR WOJCIECH SUROWIEC
"AKADEM INVEST" LTD.
AL HURAIZ GROUP – EDELWEISS
AKER FLOWERBULBS BV
AMSONIA B.V.
ARCADIA CHRYSANTEN
ART-SCHOOL "KONUS"
ASKANIA-FLORA LTD.
BAARDSE BV
BEYOND
JSC BIOTECH SYSTEMS
BLAGOUSTROYSTVO & LANDSHAFT
BONAR TECHNICAL FABRICS N.V.
BONUS
CAMELLIA
CATALOGUE "GARDEN INDUSTRY
OF UKRAINE"
CHEMISTRY AGRONOMY SERVICE,
MAGAZINE
CHRYSAL INTERNATIONAL B.V.
CLAUDE PASQUER – LANDSCAPE
GARDENER AND SCULPTOR
C. VAN STARKENBURG BV
DANISH GREENHOUSE SUPPLY A/S
DEFORCHE CONSTRUCT
DELIFLOR CHRYSANTEN B.V.
DELTA GROUP HOLLAND
DEKKER CHRYSANTEN BV
DE TROY MARC NURSERY
"DGS-UKRAINE" LCC
DORALCO KENYA LTD
DS GREENHOUSES
DOUBLE YOUR FLOWERS
DUKKER CHRYSANTEN BV
LLC "PPC ELECTROSVIT"
EMBASSY OF THE KINGDOM OF
NETHERLANDS IN UKRAINE
ENGO
ENIGMA FLOWERS TRADING B.V.
ESMERALDA FARMS
ETERNA
EXOTIC-FLORA
FERRY & RENE VISSER
FIDES B.V.
FIRMA R & A V.D. VOORT
FITOR KO
FLANDERFLOR BVBA
FLORACORE
FLORAHOLLAND

FLORAMAKS
FLORANA FARMS
FOG SYSTEM DUTIR
FLOWERACADEMY.NL
FLOWERNURSERY VAN DE
WESTERINGH
FLOWERS AND LAWNS MAGAZINE
GASA BV
GAVRISH MAGAZINE
GEEST ORCHIDEEEN
HOLLAND BULB MARKET B.V.
HOLLAND FLOWER PARTNERS
GARDAEXPORT S.A.
GREENTRADER
JACQUES SEGERS ANDRE
JUNGFPLANZEN GRUNEWALD
GMBH
HAAKMAN FLOWERBULBS BV
HORTILUX SCHREDER
I.DE.L. S.R.I.
IMBERT NURSERY
INDEGA
INFOMAX SP. J.
INTERFLORA UKRAINE LTD.
INTERNATIONAL SCHOOL OF
FLORAL DESIGNERS
INTERNATIONAL FLOWER BULB
CENTRE
INVOS FLOWERS COLOMBIA
IPM ESSEN 2012
ITAK LTD.
KARUTURI
KOPPERT B.V.
KRASS GLASCON GMBH
KVITY OF UKRAINE, MAGAZINE
LAURENS V.D.LANS
LEWIS FLOWERS BV
LEX+, THE ROSE FACTORY BV
LYUBIMAYA DACHA (MY LOVELY
DACHA)
MAGANA FLOWERS KENYA
LIMITED
MAGAZINE "HAPPY GARDEN"
MEILLAND INTERNATIONAL
MEGALUX LTD.
MODIFORM B.V.
NIF AGRO SUPPLIES
NOLINA
NURSERY ARENDS
NURSERY BERNHARD
NURSERY HOEKERT
NURSERY HUYSMANS
NURSERY KORTENHORST
NURSERY POTTERS
NURSERY TARRE EN SMARRE
NURESERY VAN GEEL

NURSERY VAN WINDEN
NURSERY WOUTERS
P & M V. D. KNAAP
OPTIFLOR
REKORD
REVAHO AGRO SERVICES B.V.
RIVER FLOWERS BV
RODALIN
ROSES FOREVER APS
ROSEAIIES ORARD
SERVICE ECONOMIQUE DE KIEV
AMBASSADE DE FRANCE EN
UKRAINE
ORCHIDS ART
OTTE METALLBAU GMBH & CO. KG
OUDENDIJK.NL
OZEXPORT BV OZPLANTEN BV
PEGROFLORA FLOWERS & PLANTS
EXPORT
PEPINIERES COULIE
PEPINIERES CHATELAIN
PRESIDENT
PLAN ORNAMENTAL
PLANTAS DEL CARIDE BV
PLANT PUBLICITY HOLLAND
PLANDOREX
PP "VERIGOS"
RICHEL SERRES DE FRANCE
ROSEN TANTAU
SCHREURS HOLLAND BV
SIA "COMPAQPEAT"
SIGNE NATURE
SOPARCO
TANDEM
TAVIA GROUP LLC
TERRA NIGRA B.V.
TERRACULT GMBH
THERMOFLOR B.V.
PEPINIERES DE TRONCAIS
UBIFRANCE
UKRAFLORA LTD.
VALS EXPORT COLOMBIA
VAN DEN BERG HEDERA'S
VAN MARREWIJK-STEELHOVEN
VEGETABLES AND FRUITS,
MAGAZINE
VERDISSIMO - S.E.V.S.
VIVAI PIANTE BATTISTINI SOCIETA'
AGRICOLA S.S.
WELYFLOR BV
YOUR GARDEN
ZELENY DIM – UKRAINE
ZENTOO
ZUREL
ZWIRS KNIJNENBURG EXPORT BV

Organisers



Patron:
Flower Council of Ukraine
App.3, 13 Gmyri Street
02140 Kiev - Ukraine
Tel./Fax: +380 (0) 44 572 81 94
+380 (0) 44 577 04 28
+380 (0) 44 577 04 29

Contact:
Mrs. Iryna Slobodyanyuk,
President



BTO Exhibitions BV
Organisation and sales International
Europaweg 187
7336 AL Apeldoorn
The Netherlands
Tel.: +31 (0)55 534 11 40
Fax: +31 (0)55 534 01 68
info@bto-exhibitions.nl
URL: www.flowers-hortech.com
Contact: Mr. Kuno Jacobs



Organiser and sales
Ukraine and CIS countries
'City of Dreams' Ltd
App.3, 13 Gmyri Street
02140 Kiev - Ukraine
Tel./Fax: +380 (0) 44 577 04 25
+380 (0) 44 577 04 26

E-mail:
exhibition@cityofdreams.com.ua
URL: www.flowers-hortech.com
Contact: Ms. Valentyna Khodarchenko

