



# FLOWERS & HORTECH

UKRAINE 2009

## Post Show Report Flowers & HorTech Ukraine 2009

---

1 – 3 April 2009  
International Exhibition Center (IEC)  
Kiev, Ukraine

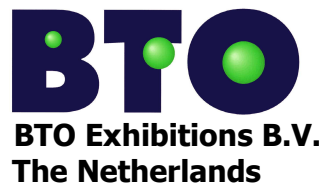
---

Flowers & HorTech Ukraine 2009 was being organised under the patronage of:



The Flower Council of Ukraine

Organisers:



City of Dreams  
Ukraine

Supported by:



Sponsored by:



Post Show Report Flowers & HorTech Ukraine 2009

## Event Overview

Flowers & HorTech Ukraine 2009, the International Ukrainian Exhibition for Flower Business, Horticulture, Nurseries, Landscape design and Floristry, took place from 1 – 3 April 2009 in Kiev, Ukraine. The exhibition took place in Pavilion 1 of the International Exhibition Center (IEC). The IEC is the biggest Exhibition Center in Kiev and has easy access by road and public transport

140 companies exhibiting from 16 countries around the world, occupying approx. 4.250 square meters of indoor exhibition space.

Flowers & HorTech Ukraine is the only true international trade event for the entire Ukrainian horticultural sector and is designed to be the ideal platform to conduct business and exchange information and experiences in the international environment of Kiev.

Flowers & HorTech Ukraine 2009 has been organised in a time in which we were all faced with tremendous business challenges. However during the recent years, Flowers & HorTech has built up a solid position as the only true international trade event for the entire Ukrainian horticultural sector. The feedback from our exhibitors shows that Flowers & HorTech has again proven to be an excellent marketing tool to help establishing the necessary new business.

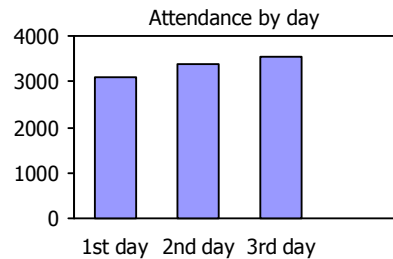


### Summary information

- Patronage: Flower Council of Ukraine
- Supported by: Flower Council of Holland, Ukrainian League of Industrialists and Entrepreneurs
- Official Participations: Flower Council of Holland, Flower Council of Ukraine, INDEGA (Germany) and UBIFRANCE (France)
- Countries represented (exhibitors): Austria, Belgium, Colombia, Czech Republic, Denmark, Ecuador, Finland, France, Germany, Italy, Netherlands, Poland, Russia, Sweden, Ukraine, United States
- Size of Flowers & HorTech Ukraine 2009: 4.250 sqm
- Number of exhibitors: 140



- Number of visitors: 10.006

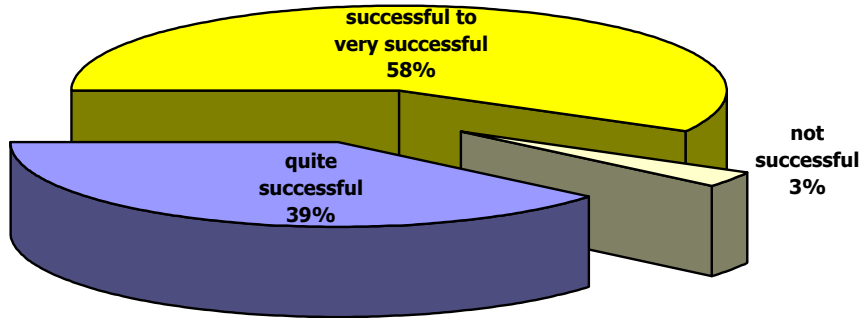


- Main reasons for exhibiting:
  - A) Establish new business contacts.
  - B) Establish a presence in the developing market.
  - C) Obtain market information.
  - D) Sell products and/or services.
  - E) Monitor competitive activity.
  
- The General Information partner: ICTV, TV Channel
- Official Media Partner: Ovoschevodstvo, the horticultural magazine
- Information Partners:
  - Agrosvit Ukraine, magazine
  - Blagoustroistvo & Landshaft, magazine
  - Decor, magazine
  - Flower Show, magazine
  - Gavrysh, magazine
  - Infomax, catalogue
  - Khimia. Agronomy. Service, magazine
  - Kvity Ukrainy, magazine
  - Liubimaia Dacha, magazine
  - Neskuchniy Sad, magazine
  - Sadovaia Industria 2009 (Horticultural Industry 2009), catalogue
  - Stilnaia Usadba, magazine
  - Teplitsy Rossii (Greenhouses of Russia), magazine
  - Object, magazine

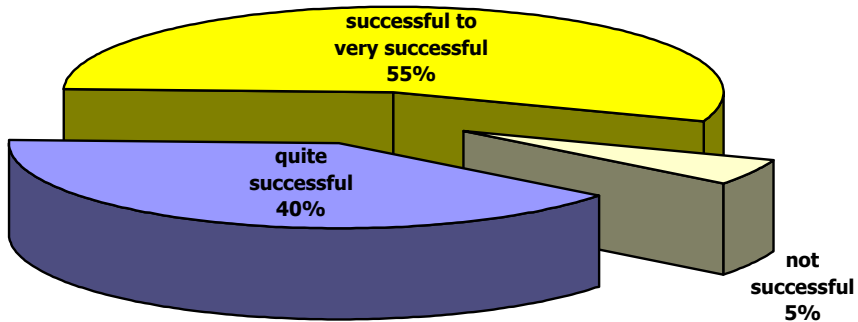
## Exhibitor Survey Results

### *The Exhibition*

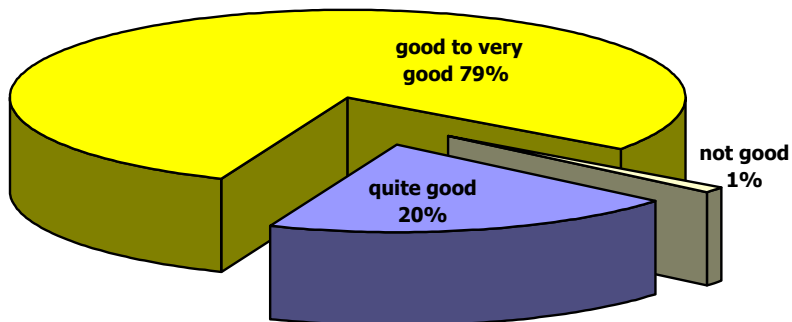
*How has Flowers & HorTech Ukraine 2009 been for meeting your overall sales & marketing objectives?*



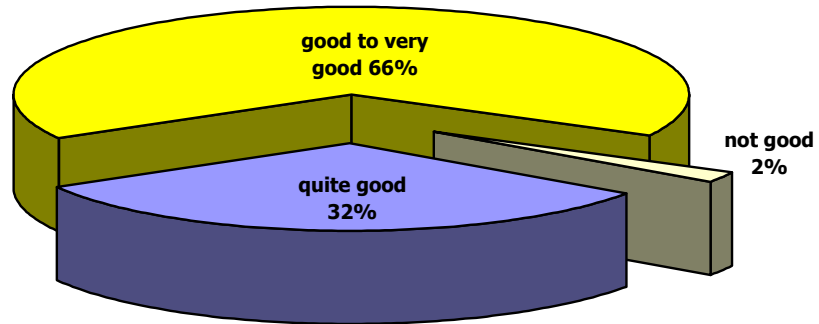
*How successful has been Flowers & HorTech Ukraine 2009 for establishing new business contacts?*



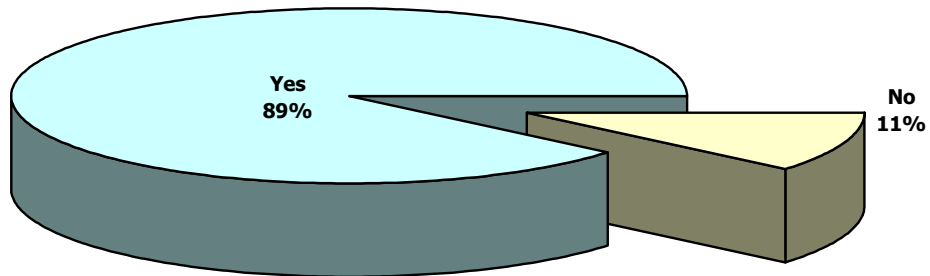
*How would you rate the amount of visitors at Flowers & HorTech Ukraine 2009?*



***How would you rate the quality of visitors at Flowers & HorTech Ukraine 2009?***

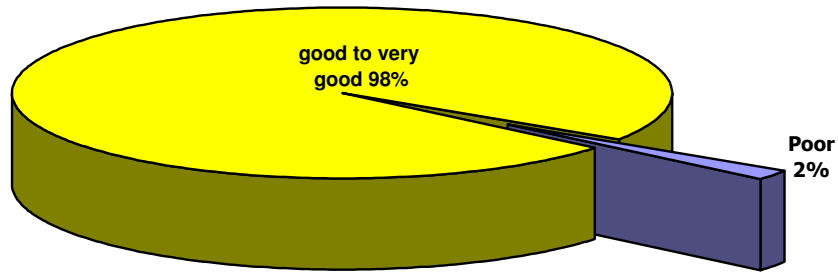


***Has Flowers & HorTech Ukraine 2009 met your expectations?***

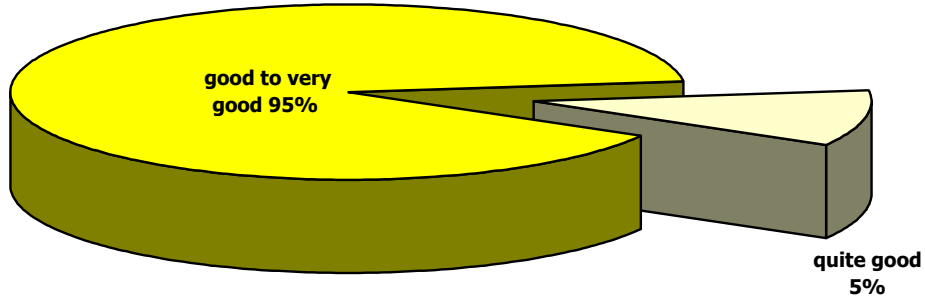


### Organisation

*How would you rate the organisation of the exhibition?*

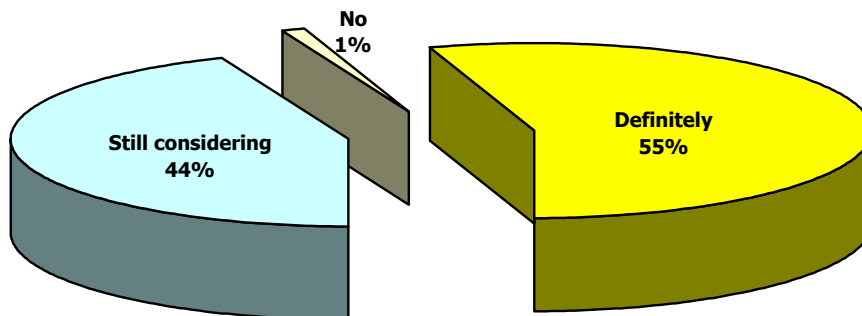


*What is your opinion about the stand that was build for you?*



### The Future

*Does your company intend to participate at Flowers & HorTech Ukraine 2010?*



## **The most positive aspect of Flowers & HorTech Ukraine 2009 – Exhibitor answers include the following:**

- *"The nice welcome of organisers" (Dr. Guy Isouard, Plandorex)*
- *"Because of the higher entry prices there were less consumers the first two days which is very good" (Ms. Floor Schamp, Flower Council of Holland)*
- *"High level of organization; convenient location and transport accessibility of the venue; good new business contacts and partners" (Mr. Leonid Chebanov, TOV MNVP Inzhtechbud)*
- *"Many interested visitors" (Mrs. Monika Reimann, Reimann Spinnerei und Weberei GmbH)*
- *"Again new contacts, also from Poland" (Mr. Johan de Jager, Maasplant)*
- *"The possibility to better understand the Ukrainian market" (Mr. Giancarlo Maccioni, I.DE.L. s.r.l.)*
- *"A lot of professional people" (Mr. Jeroen Dahmeijer, Rijnplant Group)*
- *"Meeting our customers and attract new possibilities" (Mr. Vincent Mostert, Baardes BV)*
- *"Some good professional visitors" (Dr. Hans-Joachim Labowsky, INDEGA)*
- *"The information / feedback on our varieties" (Mr. Robbin Meulemans, Deliflor)*
- *"A positive spirit of the visitors" (Mr. Bernhard Aichele, Herkuplast Kubern GmbH)*
- *"Building a positive image" (Mr. Markus Schütze, Smithers-Oasis Germany GmbH)*
- *"We could show a large assortment due to the nice arrangements of Zuidkoop. Our stand was photographed a lot and apparently the people were interested in our large assortment" (Mr. Guido Zwart, Esmeralda Farms)*
- *"Well-done organization of the exhibition" (Mr. Oleksandr Prokopenko, MP Liana)*

## **Some quotes from our exhibitors what they particularly liked about Flowers & HorTech Ukraine 2009:**

- *"Nice organisation. Pretty good quality of the visitors and business contacts made" ((Mr. Giancarlo Maccioni, I.DE.L. s.r.l.)*
- *"Excellent organisation and some good contacts" (Dr. Hans-Joachim Labowsky, INDEGA)*
- *"Organsation and service for exhibitors was very good and pleasant" (Mr. Bernhard Aichele, Herkuplast Kubern GmbH)*
- *"Flowers and HorTech: A good opportunity to establish growth in a difficult market" (Mr. Guido Zwart, Esmeralda Farms)*
- *"There is a great interest among the public about flowers and plants. People are willing to spend money on horticultural products" (Mr. Nico Reynvoet, Sylva / Andre Briant / Raf Goossens / De Martelaer / Delbard)*
- *"The amount of visitors" (Mrs. Monica Nepote, Sanremo Flower Market)*
- *"The period in which the exhibition took place was a challenge because of the economic crisis but the exhibition, amount of professional visitors and good atmosphere under scribes that it is important to be here, also when times are less prosperous; we have to help each other through this hard time and the general impression of this exhibition gives us hope that we will" (Ms. Floor Schamp, Flower Council of Holland)*
- *"Meeting managing directors and production managers of greenhouse farms" (Mr. Konstantin Sulima, Grodan B.V.)*
- *"Adding new contacts to our client base" (Mr. Igor Shevchenko, Kitano Seeds)*
- *"Meeting a large number professionals interested in greenhouse business" (Mr. Taras Remarchuk, TOV Rabensteiner)*



## Show Pictures



## Show Pictures



## Show Pictures



For more pictures go to [www.flowers-hortech.com](http://www.flowers-hortech.com)



Post Show Report Flowers & Hortech Ukraine 2009



Flowers & HorTech Ukraine 2010  
International Exhibition Center, Kiev  
14 – 16 April 2010

For bookings and/or information contact:

BTO Exhibitions BV

Tel: + 31 55 534 11 40

Fax: +31 55 534 01 68

E-mail: [info@bto-exhibitions.nl](mailto:info@bto-exhibitions.nl)

URL: [www.flowers-hortech.com](http://www.flowers-hortech.com)



Post Show Report Flowers & HorTech Ukraine 2009