



## Post Show Report Flowers & HorTech Ukraine 2008

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15 – 17 April 2008  
International Exhibition Center (IEC)  
Kiev, Ukraine

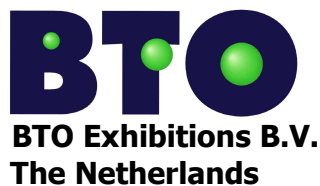
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Flowers & HorTech Ukraine 2008 was being organised under the patronage of:



The Flower Council of Ukraine

Organisers:



Sponsored by:



Supported by:



## Event Overview

Flowers & HorTech Ukraine 2008, the International Ukrainian Exhibition for Flower Business, Horticulture, Nurseries, Landscape design and Floristry, took place from 15 – 17 April 2008 in Kiev, Ukraine. The exhibition took place in Pavilion 2 of the newly build International Exhibition Center (IEC). The IEC is the biggest Exhibition Center in Kiev and has easy access by road and public transport



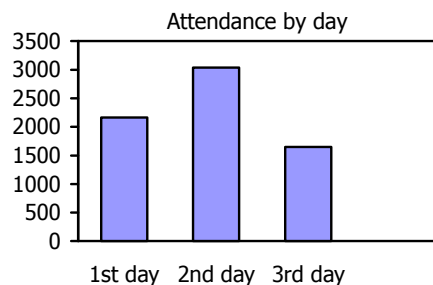
150 companies exhibiting from 15 countries around the world, occupying approx. 5.000 square meters of indoor exhibition space.

Flowers & HorTech Ukraine is the only true international trade event for the entire Ukrainian horticultural sector. In comparison to 2007, Flowers & HorTech Ukraine grew again significantly. 150 companies have chosen Flowers & HorTech Ukraine 2008 as a platform for their business in Ukraine. These companies represent 15 countries worldwide.

The Ukrainian horticultural sector is developing rapidly, offering solid opportunities for suppliers of professional horticultural products and technology. After long negotiations, Ukraine will join the World Trade Organisation (WTO) this year and a positive effect on the Ukrainian business environment is widely expected.

## Summary information

- Number of exhibitors: 150
- Size of Flowers & HorTech Ukraine 2008: 5.000 sqm
- Number of visitors: 6.846



- Official Participations: Flower Council of Holland, Flower Council of Ukraine, INDEGA (Germany) and Regione Campania (Italy)
- Countries represented (exhibitors): Belgium, Colombia, Denmark, Ecuador, Finland, France, Germany, Israel, Italy, Netherlands, Poland, Russia, Sweden, Ukraine, United Kingdom
- 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.

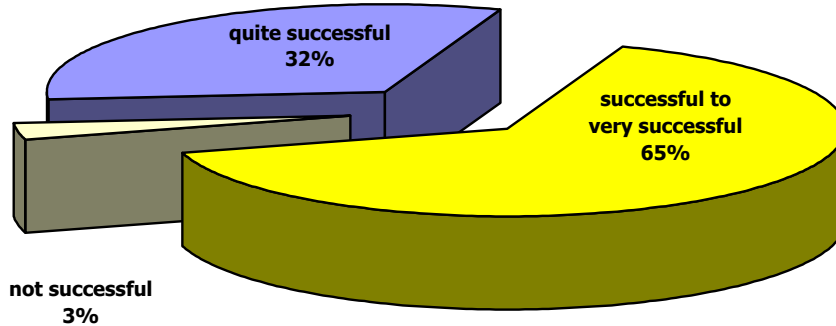


## Exhibitor Survey Results

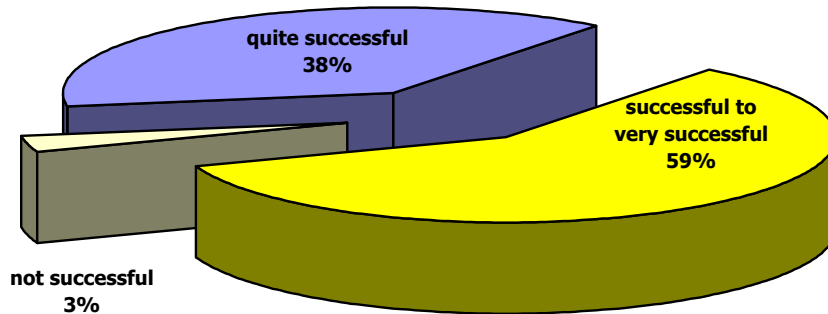
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### The Exhibition

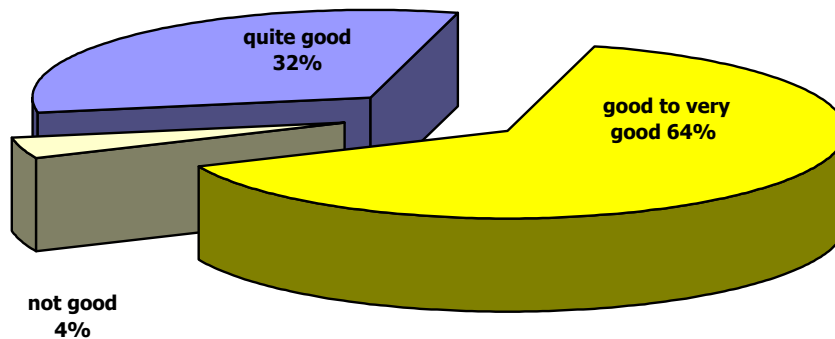
*How has Flowers & HorTech Ukraine 2008 been for meeting your overall sales & marketing objectives?*



*How successful has been Flowers & HorTech Ukraine 2008 for establishing new business contacts?*

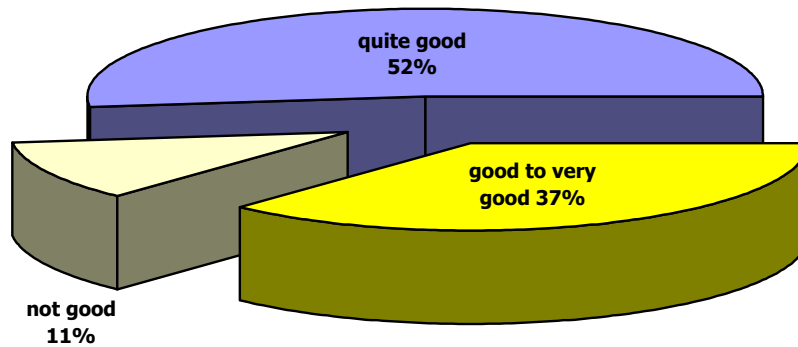


*How would you rate the amount of visitors at Flowers & HorTech Ukraine 2008?*



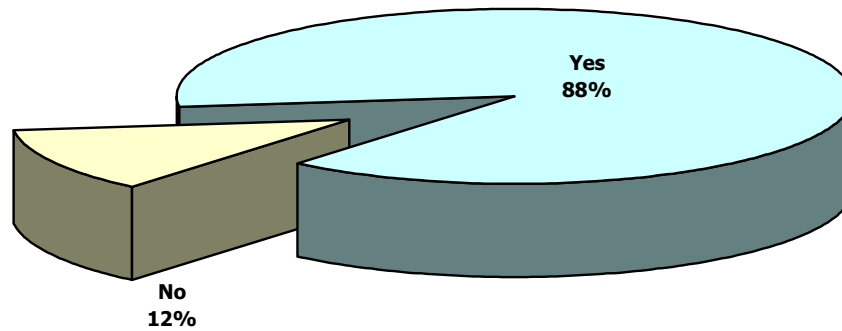
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*How would you rate the quality of visitors at Flowers & HorTech Ukraine 2008?*



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*Has Flowers & HorTech Ukraine 2008 met your expectations?*

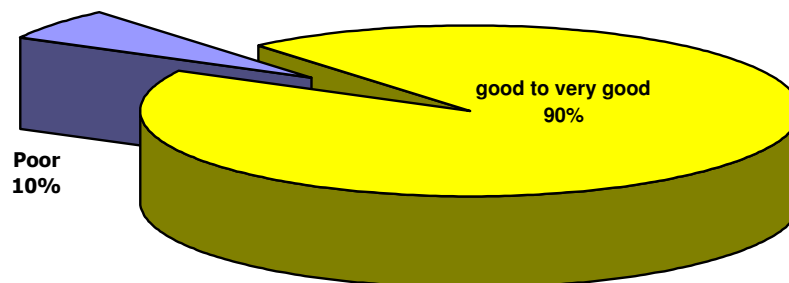


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**Organisation**

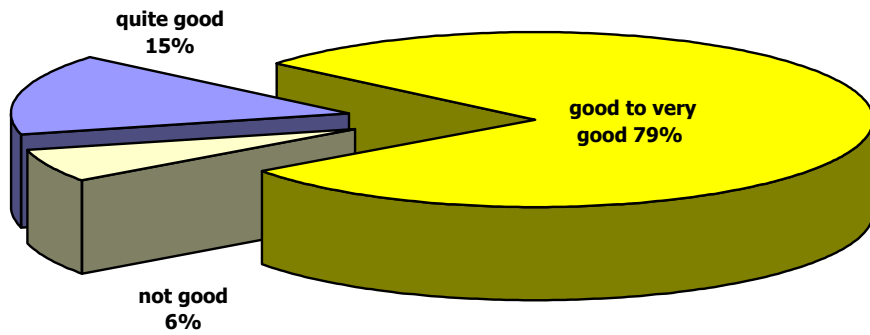
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*How would you rate the organisation of the exhibition?*



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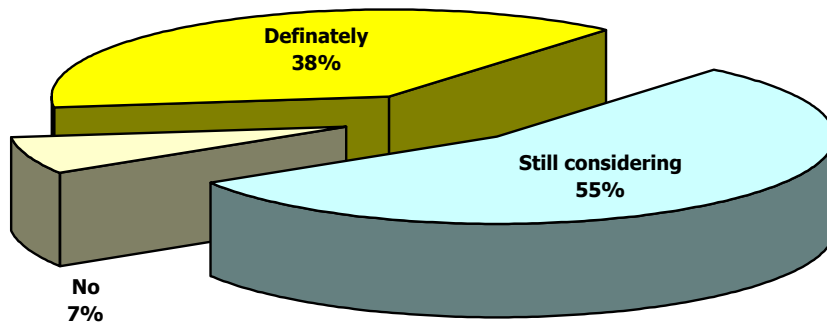
***What is your opinion about the stand that was build for you?***



**The Future**

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***Does your company intend to participate at Flowers & HorTech Ukraine 2009 ?***



## **The most positive aspect of Flowers & HorTech Ukraine 2008 – Exhibitor answers include the following:**

- *"Nice atmosphere" (Mr. Wojciech Surowiec, Agro-Sur)*
- *"To establish a presence of Italy in the market of Flowers" (Mr. Vittorio Santarpia, Coop. Del Golfo A.R.L.)*
- *"We are very positive about the way everything is arranged, the stand looks very nice, overall a positive impression. Well done!" (Mr. Guido Zwart, Esmeralda Farms)*
- *"Being able to get into close contact with the market and its customers" (Mr. R. Kroon, Anthura BV)*
- *"Seeing how well Ukraine has developed" (Mr. Luke Stimson, David Austin Roses)*
- *"Many new contacts, good view on the market" (Mr. John Buskermolen, Waterdrinker)*
- *"Meeting of busy customers and good atmosphere" (Mr. Klaus Wolf, Tantau Rosen)*
- *"A lot of people" (Mr. R. Huizenga, Moerheim Roses & Trading BV)*
- *"Direct contact with potential clients" (Mr. M. Keijzer, Hortilux)*

## **Some quotes from our exhibitors what they particularly liked about Flowers & HorTech Ukraine 2008:**

- *"The organisation is good as well as the quality of visitors and location" (Mr. Wojciech Surowiec, Agro-Sur )*
- *"The Service is very nice" (Mr. Jos van der Jagt, Multiverde )*
- *"Organisation was more than okay! There are good possibilities for the near future, to set-up some business in Ukraine" (Mr. Johan de Jager, Maasplant )*
- *"Organisation and quality of visitors" (Mr. Roger de Jagher, Mardenkro )*
- *"Friendly atmosphere" (Mr. Ernst Wolbert, Ludvig Svensson)*
- *"Good atmosphere, strict organisation. 3 days is enough and good choice not to keep the fair during the weekend" (Ms. Floor Schamp, Bloemenbureau Holland)*
- *"Meeting also clients/contacts from other countries (Russia)" ( Mr. Dirk van Oostrum, Olij Rozen BV)*
- *"The Place to be" (Mr. Rick Minck, Fides)*
- *"Professional organisation of the trade fair" (Dr. H.J. Labowsky, INDEGA)*



## Show Pictures



## Show Pictures



More pictures can be found on our website, [www.bto-exhibitions.nl](http://www.bto-exhibitions.nl)



Post Show Report Flowers & Hortech Ukraine 2008



Flowers & HorTech Ukraine 2009  
International Exhibition Center, Kiev  
1 – 3 April 2009

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