

INTERNATIONAL EXHIBITION ON FLORICULTURE, NURSERY, GREENHOUSE & RELATED TECHNOLOGIES

14th International **flora**TM expo 2019

22 23 24

FEBRUARY 2019
PUNE, INDIA

CONCURRENT EVENT:

13th International
Landscape
& Gardening *eXpo* 2019

www.landscapeexpo.in



Organized by :



Knowledge Partner:



Official Publications:





India...The Fastest Growing Flowers, Plants, Florist Trade & Industry Market



Introduction

INDIA – World's 2nd Largest Consumer Market for Flowers

With around 300 million strong middle and affluent class out of the 1.3 billion population, India is poised to become the world's 3rd largest consumer market by 2025 by which time the country's percentage of super elite households is expected to rise five-fold. The growing purchasing power and rising influence of the social media have enabled Indian consumers to splurge on good things. Today, India is estimated to be the world's 2nd largest consumer base and fastest growing retail destination.

Floriculture in India, an indispensable sector of the country's agro-economy, is a multifaceted enterprise characterized by growing traditional flowers (loose flowers) and cut flowers under open field conditions and protected environment conditions. Flower decoration in houses is gaining momentum with the changing of life style of the people in India. Thus flower consumption is growing at a whopping speed of 30% per annum. The growth of the sector is also attributable to other segments of floriculture activity viz fillers, indoor plants, landscaping plants, seeds and planting material, turf grass, value added products, ornamentals, dried flower arrangements etc. The consumption of flowers in India has been on the upswing due to its heritage of use of flowers for worship, ceremonial functions, child birth, festivals, garlands, flower-carpets, floral rains and floral jewellery. India also has a sizeable nursery industry with major hubs located in Kadiyam (Andhra Pradesh), Kalimpong (West Bengal), Pune (Maharashtra), Gajrola and Shaharanpur (Uttar Pradesh), Bengaluru (Karnataka) etc. Numerous festivals have added to the demands of flowers and have made India a floral super power of the future. The traditional disadvantage of 'small farm holding' is an advantage in floriculture ventures and it is also now realized that flower cultivation leads to higher income generation vis-a-vis other horticulture crops. A huge domestic market and high quality export oriented flower production is providing a unique competitive edge to the industry. With South Asia being the world's largest market for floriculture, India is emerging as world's fastest growing flower and gardening market. There is large expansion and acceptance of the new trends in gardening, nursery and flower industry in India which is blooming with adoption of latest technologies.

India's Enormous Flower and Gardening Market

India is poised to become the top flower trading center in South Asia. Imports of flowers, seeds, bulbs, planting materials, greenhouse technologies and gardening related tools, accessories and equipment from all over the world are showing keen interest in capitalizing on this market. The latest developments in the nursery, gardening and landscaping areas in India are also drawing huge interest towards participation by global trade. The demand for flowers in India is constantly increasing which has encouraged the Indian traders to import some of the exotic flowers for decoration and floral arrangements. Major flowers that are being imported and sold in Indian markets include Proteas, orchids, Iris, Cala Lily, Heliconia etc. Thailand is the major exporter of tropical flowers especially orchids to India followed by the Netherlands. Floricultural exports from India comprise of fresh cut flowers mainly to Europe, Japan, Australia, Middle East and USA, loose flowers for expatriate Indians in the Gulf, cut foliage to Europe, Potted to Middle East) besides seeds and planting material.

External Trade : The export of floriculture products from India during 2016-17, as per DGCIIS data, was Rs 547 Crs. (\$ 82 million). Of this around 60% is dried flowers and 40% is fresh floriculture items including live plants, ornamentals etc.

Thus it is evident that India is a huge market for two-way trade in flower business and offers wide avenues for all stakeholders from across the world. Today Indian market is on the radar of the world.

International Flora Expo: A platform with plethora of global networking opportunities

The International Flora Expo is a regular annual feature which attracts stakeholders from India and other countries to display their range of products, technologies, innovations and allied activities. The 13th edition of the event held in February, 2018 was a huge success with displays from 300 companies Landscape & Gardening, Seeds & Planting Material, Machines & Equipment, Supply Chain, Processed Flowers, Packaging, Decoration, plant pots and accessories, Irrigation and Fertigation Systems, hydroponics and aquaponics, greenhouse technologies etc. A visitor footfall of 40,000+ over the three days of the exhibition was witnessed. The swarm of visitors were gleeful to have been witness to the mega event and wished to be back in future editions too. Students and youngsters were enthralled by the range of displays and the variety of arrangements at the expo which rendered meaning to the adage "Seeing is believing".

The Expo has emerged as South Asia's premier platform for exploration of business/trading opportunities.

14th International FloraExpo 2019- a must-visit blooming extravaganza for exploring trade opportunities

With broadening of scope of the event and enthusiastic stakeholder responses, the next edition—14th International FloraExpo 2019 scheduled during 22nd to 24th February, 2019— is anticipated to be a blooming extravaganza for exploring trade opportunities both in India's domestic market as well as external trade especially with countries of South Asia. The 14th International Flora Expo 2019 will provide a platform for convergence of global business interests such as conventional flower and gardening industry professionals, bulk buyers from large industry, florists, retailers such as home centers, supermarkets, departmental stores, interior designers, and interior shops to exchange views on expanding their business avenues by availing the opportunities.

Why Pune?

With the advent of liberalization of Indian economy in early 90's, floriculture production took giant steps and Pune district of Maharashtra state was one of the pioneering areas of this development. Today Maharashtra state has become the 8th largest producer of flowers in the country with a total production of 107,000 MTs. In Pune district, the Tehsil of Khed has significant production of aster, Purandar has marigold, Haveli has rose and Dound has chrysanthemum and tuberose. The Floriculture Park at Talegaon is situated close to Pune and is a unique example of cluster based approach of floriculture in India. Some of the biggest floriculture production centers are spread within 100 to 200 kilometres radius of Pune. Pune has also become a major hub for international breeders and planting material suppliers and the ultra-modern tissue culture labs for horticulture and floriculture industry. In nursery and garden centers trade also Pune is a major producer of high quality ornamental flowers, trees and pot plants, it also caters to the demand of emerging landscape and vertical gardening industry.

Pune district is home to major greenhouse manufacturers and accessories suppliers. It also enjoys a locational advantage of being close to Mumbai, where India's largest Centre for Perishable Cargo (CPC) is located

Considering all these advantageous factor, Pune undoubtedly has been Media Today's prime choice for organizing the International Flora Expo and its co-events, International Landscape & Gardening Expo, International Horti Expo and 4th Agrex India. Therefore, Pune will be host to the upcoming event series – 14th International Flora Expo, 2019, 13th International Landscape & Gardening Expo 2019, 11th International HortiExpo 2019 and 5th Agrex India 2019.



CONFERENCE



WORKSHOP



AWARDS & REWARDS



BUYER-SELLER MEET



***Exhibitor & Visitor Profile**

Manufacturers, Growers, Breeders, Dealers, Packers, Wholesalers, Importers, Exporters and Distributors of the following products :

Production Machines & Equipment

Greenhouse Construction and Engineering Climate control, Cold chain, Shading nets and protection materials, Automation Equipment, Poly greenhouse & Glasshouse, Plant protection Shade house and Polyhouse Manufacturers, Test and Measuring equipment, Post Harvest Technologies, Grading and Sorting Equipment, Packaging and Bundling Machines, Automatic Seeding and Planting Machines.

Gardening

Horticultural Supplies (potting, composts, containers, hanging baskets, shovels, wood decks, terracotta, etc.) Exterior products, Soil Fertilisers, Manure, etc.

Packaging, Decorating & Accessories

Packaging material, Wrapping paper, Flower vases, Baskets, Floral foam Wires Tapes, Ribbons, Art flower, etc.

Planting Material

Breeders and propagators of patented varieties, rooted and unrooted cuttings suppliers, Bulbs and tubers suppliers, Tissue culture units, Nursery stock suppliers, Seeds & seedlings suppliers

Processed Flower

Arranged flowers Bouquets (Bridal, home & corporate use), Dried flowers, Artificial and Silk flowers, Preserved & pressed flowers Potpourri, etc.

Irrigation & Fertigation System

Drip Irrigation Systems, Mistig systems, Fogging Systems, Sprinkler Systems, Mixing Machine, Fertiliser Supplier, Plant Protection Chemicals, Growth regulators & stimulants

Seeds

Flower seeds, Vegetable seeds, Medicinal plants & herbs Seedlings, Bulbs,

etc...

Importers & Exporters

Importers and exporters from India and across the world

Overseas Buyers from :

Japan, USA, Germany, France, Australia, Israel, Russia, Holland, Italy, China, Korea, Pakistan, Sri Lanka, U.A.E., Bangladesh, Thailand, U.K, Nepal, Pakistan, Malaysia, Saudi Arabia, Kenya, Taiwan, Singapore etc

Flower Processing Cos.

Pressed flower manufacturers, Dry flower manufacturers, Potpourri manufacturers Corsage bouquet designers, etc.

Landscape Managers

Landscape producers, Interior coordinators Garden designers, Movies/TV/CM/stage setters Advertising Agencies etc.

Schools, Laboratories Other Professionals

Universities Professional laboratories, Flower arrangement classes, Ikebana Classes, Flower related organizations, Flower, designers, etc.

Bulk Buyers

Wedding planners/companies, Botanic gardens, Event, halls, Hotels and restaurants, PR agencies, etc.

Retailers

Florists, Online florists, Supermarkets, Home centers, Gardening shops Department Stores, Gift shops, etc.

Growers & Breeders

Greenhouse flower growers Open field flower growers, Nurserymen, Horticulturists & floriculturists Corporates Farmer's cooperatives.

Wholesalers

Wholesale markets, Wholesalers, Traders, Commission agents, etc.

**Expected*



Join us as

• Sponsor • Exhibitor • Visitor



TOP 10 REASONS TO PARTICIPATE IN FLORA EXPO 2019

- 1) Meet with prospective & existing clients
- 2) Meet buyers face to face
- 3) Maintain profile with your competitors
- 4) Build brand awareness for company, products & services among end-users, distributors, purchasers, industry representatives
- 5) To be recognized as an important industry player
- 6) Identify and assess new markets
- 7) Teach and learn - informing and learning from others
- 8) Network & partner with global leaders in the business, government and farming community
- 9) Talk about your latest sector developments with trade leaders from all over the world
- 10) India - a hub of horticulture & floriculture sector growing 30-40% annually

Glimpses:



List of Exhibitors 2018*

- A.A Politive Ltd.
- Aeonian Earth Solutions (P) Ltd.
- Agriplast Tech Pvt. Ltd.
- Alice Biotech Pvt. Ltd.
- Alpha Agro
- Alpha Agro & Landscape Services
- Always Green Abundance Co. Pvt. Ltd.
- Angel Solutions
- A-One Biotech and Tissue Culture Pvt. Ltd.
- Apurva Nursery
- Association of Environmental Horticulture (MNA)
- Athiyam Exports
- Automat Industries Pvt. Ltd.
- AVI Global Plast Pvt. Ltd.
- Bajjnath Landscape
- Balaji Blossoms
- Baroda Polyform Pvt. Ltd.
- Bio Blooms Agro India Pvt. Ltd.
- Blossom Agro Products
- Blue Stallion Equipments Pvt. Ltd.
- Borsad Tobacco Company Pvt. Ltd.
- Department of Horticulture - Mizoram
- Department of Horticulture and Plantation Crops Tamil Nadu
- Department of Horticulture Telangana
- Dhandeep Seeds LLP
- Dosatron International
- EASOL Private Limited
- Ecofrost Technologies Pvt. Ltd.
- Ecogreen Landscape Technologies India Pvt. Ltd.
- EG Groups Holding Sdn Bhd
- Essen Multipack Limited
- Exotica Nursery
- Floracoat (J.J Overseas)
- Florance Flora Marketing
- Floriculture Association Nepal
- Gayatri Overseas
- Global Green Agri Nova
- Godavari Biorefineries Ltd.
- Godwa Krushi Prakashan
- Govind GreenHouse Pvt. Ltd.
- Goyang International Flower Foundation
- Green World Garden Accessories
- Greenlife Agri Biotech Nursery
- Greentech India
- GreenVision Life Sciences Pvt. Ltd.
- Gromor Food Nursery
- Gurudatta Agro Agencies and Services
- Harshdeep Agro Products
- Horticultural Supplies Co.
- Hunter Industries INC
- Indian Greenhouses Pvt. Ltd.
- Indian Pumps And Valves Review
- Instinct Earth Aqua - Scaping Pvt. Ltd.
- Irrigation Products International Pvt. Ltd.
- Jain Irrigation Systems Ltd.
- JKD Hortitech
- KF Bioplants Pvt. Ltd.
- Kimya Biotech Pvt. Ltd.
- Kishore & Sons
- Krishnendra Nursery
- Krupa Rose Nursery
- Krushi Pandhari
- Lawncare Equipment
- Lyrics
- Maharashtra Agriculture Competitiveness Project (MACP), Pune
- More Gardens
- Nawal Ceramics P Ltd
- Pradeep Stainless India Pvt. Ltd.
- Precision Agritech Pvt. Ltd.
- Quality Systems & Equipments Pvt. Ltd.
- Rajdeep Enterprises
- Rajesh Industries
- Rational Art & Press P. Ltd. (SOEX)
- Ratnashri Landscapers
- Rise n Shine Biotech Pvt. Ltd.
- Rivulis Irrigation India Private Limited
- Sanjay Nursery
- SBF Green Walls
- Sharpex Engineering Works
- Sir Arthur Cotton Nursery Farmers Association
- Sona-Ugle Mitti / Dharti Ugle Sona
- Srushti Agro Agriculture NewsPaper
- Synthetic Packers Pvt. Ltd.
- The Business Success Advisor Book
- Tukai Exotics
- Varad Enterprises
- Vericlone Tissue Technology

*Including Concurrent Events

Global Breeders Display:

- | | | | | | |
|---------------------|-------------------|------------------------|---------------------|--------------------|--------------------|
| • Albani E Ruggiero | • Corn Back bv | • Floranova | • Konst Alstromaria | • Queen | • Syngenta Flowers |
| • Anthura | • Dalina Genetics | • Florist Holland B.V. | • Kp Holland | • Red Fox | • Taiwan Orchid |
| • Armada | • Darwin | • Gebr. De | • Kultana Orchids | • Rijnplant | • Nursery |
| • Ball Colegrave | • Dekker | • Goldsmith Seed Inc | • La Villetta | • Rose Forever | • Takii Seed |
| • Barberet & Blanc | • Drawin Plant | • Graff Breeding | • Montiplanta | • Royal Van Zanten | • Tezier |
| • Bartels | • Dummen Orange | • Hibisqs | • Moralia | • Sakata Seed | • Van Der Zon |
| • Benary | • ECKE Ranch | • Hybrida | • PanAmerican Seed | • Corporation | • VCI Nederland |
| • Briercross | • EP Bromeliaceae | • Jong | • Perennials | • Santamaria | |
| • Bromeliaceae | • Fides | • Kieft Seed | • Princettia | • Selecta | |



*Seize
Unique & Unlimited Business Opportunities*



22-23-24 February 2019
Pune, India

STALL RESERVATION FORM

INTERNATIONAL EXHIBITION ON FLORICULTURE, NURSERY, GREENHOUSE & RELATED TECHNOLOGIES

SHELL SCHEME PER SQUARE METER

STALL AREA	RATES IN RS.	RATES IN EURO	SHELL SCHEME INCLUDES
Min. 9 sqm (1 side open)	7500/- sqm	230	Floor rental, back and side walls, fascia board with company name, one table, two chairs (Per 9 Sqm.), 3 spot lights, registration fee, electric point (300 watts single power socket per booth), carpet and company entry in the official show catalogue.
Min. 18 sqm (2 side open)	7900/- sqm	245	
Min. 36 sqm (3 side open)	8300/- sqm	260	
Min. 75 sqm (4 side open)	8700/- sqm	270	

RAW (BARE) SPACE (INSIDE HALL) PER SQ. MTR.

STALL AREA	RATES IN RS.	RATES IN EURO	BARE SPACE INCLUDES
Min. 18 sqm (1 side open)	6500/- sqm	195	Floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.
Min. 27 sqm (2 side open)	7000/- sqm	205	
Min. 36 sqm (3 side open)	7500/- sqm	215	
Min. 75 sqm (4 side open)	8000/- sqm	230	

OPEN TO SKY RAW (BARE) SPACE PER SQUARE METER

STALL AREA	RATES IN RS.	RATES IN EURO	BARE SPACE INCLUDES
Min. 18 sqm (1 side open)	3900/- sqm	145	Floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.
Min. 27 sqm (2 side open)	4300/- sqm	155	
Min. 36 sqm (3 side open)	4800/- sqm	165	

PREMIUM STALL RATES PER SQUARE METER UNDER SHELL SCHEME

STALL AREA	RATES IN RS.	RATES IN EURO
Min. 27 sqm (2 side open)	12500/- sqm	275

Note:

- 1) Add 18% GST
- 2) Extra Power Charges Rs. 2500 (Euro 45) per KW (if required)
- 3) Stall area can be booked in multiples of 3 meter like 9, 12, 15, 18 and so on

I agreed to book stall at "Flora Expo 2019". Please reserve of space.....Sqm. under Raw Scheme / Shell Scheme at above expo in a/c hall / non a/c hall . We agreed to all terms condition (Written Overleaf or mentioned on Website) applicable for participation in the Expo. Our details are as follows:

Name:.....Designation:.....

Company / Organization Name :.....Address:.....

.....City:.....Pin/Zip:.....State:.....Country :.....

Tel.:.....Fax:.....E-mail:.....Website:.....

We are enclosed a Cheque/DD of Rs.....No.....Dated:.....Drawn:.....in favour of **MEDIA TODAY PVT. LTD.**, payable at Delhi, India or Sending money through Bank Transfer.

Date:

Signature & Seal



Organizer Introduction



Media Today, India's Leading Agro Trade Events and Publications Group, is Pioneer in organising Focused and very Specilised Trade Exhibitions.

Media Today Group organizes trade exhibitions on Food, Agriculture, Horticulture, Dairy, Grains, Floriculture, Landscape, Nursery, Cold Chain Industry and also food and commodities conferences, workshops, etc. with the active support, sponsorship and valued guidance from different Ministries and Departments like Ministry of Agriculture (Govt. of India), Mission for Integrated Devlopement of Horticulture (MIDH), NHB, Ministry of Food Processing Industries (Govt. of India), APEDA, (Ministry of Commerce & Industry), National Agricultural Cooperative Marketing Federation of India (NAFED), Coffee Board, Tea Board, National Mission on Micro Irrigation, NCPAH, Food Processing & Packaging Machinery Industry Association and all State Govt. Departments.

Since 1996, Media Today Group is backed by dedicated team of professionals, technocrats and marketing experts with over a decade

of experience in publishing and conducting Exhibitions, Conferences, Workshops, Training Programmes right from Planning to Execution. Media Today Group is publishing very prestigious magazines like Floriculture Today, Agri Business & Food Industry, Saarc Oils & Fats Today, Newspaper like AGRITECH INDIA and Directories like APEDA Exporters Directory, Food Processing Industry & Trade Directory, Roller Flour Mills & Allied Industries Directory, Floriculture, Nursery & Landscape Industry Directory.

Media Today Group participates in all major National and International Exhibitions related to Agriculture, Food Processing, Technologies, Floriculture & Horticulture held at major centers like Holland, Japan, Germany, France, Italy, South Africa, Russia, Singapore, China, Saudi Arab, Pakistan, Nepal, Sri Lanka, etc. The Group has a very strong marketing network spread over all major business destinations like New Delhi, Bombay, Pune, Bangalore with Marketing Associates in China & Taiwan.

Conceptual Supporter :



Indian Nurserymen Association



Official Advertising & Promotion Agency :



Member:



For stall booking and other details, please contact :

MEDIA TODAY PVT. LTD.

Exhibition Division: J-73, Paryavaran Complex, J-Block, Neb Sarai, IGNOU Road, New Delhi-110068 (INDIA), Tel.: +91-11- 29535872, 29535593

E-mail : ifloramtpl@gmail.com **Visit us at:** www.FloraExpo.com