



The 25th

中国国际花卉园艺展览会
HORTIFLOREXPO IPM SHANGHAI

主办单位：中国花卉协会

2023年4月13-15日

上海新国际博览中心W1-W4馆(浦东新区龙阳路2345号)
13-15 April 2023 Shanghai New International Expo Centre

每年4-5月上海北京两地轮流举办

HELD ANNUALLY IN ROTATION BETWEEN SHANGHAI AND BEIJING EVERY APR-MAY

亚洲花卉、园艺、园林旗舰展

THE FLAGSHIP EXHIBITION OF FLORICULTURE & HORTICULTURE INDUSTRY IN ASIA



引领行业25载, 后疫情时代扬帆起航

Leading the Way and Driving Market Trends in the Post COVID-19 Era

由中国花卉协会主办, 上海国展展览中心有限公司和长城国际展览有限责任公司承办的中国国际花卉园艺展 Hortiflorexpo IPM Shanghai 历经25年的发展, 已成为亚洲花卉、园艺、园林行业旗舰展。Hortiflorexpo IPM Shanghai 作为国内花卉园艺行业历史最悠久的品牌展会之一, 其品牌效应及平台影响力备受国内外业内人士的关注及认可。

随着中国花卉园艺产业在世界范围内的影响力不断提升及后疫情时代人们对美好生活的向往, 对改善生态环境的迫切愿望, 对花卉、园艺、园林产品的需求量的增长, Hortiflorexpo IPM Shanghai 将顺应时势, 再次扬帆起航, 邀您共揽全球商机!

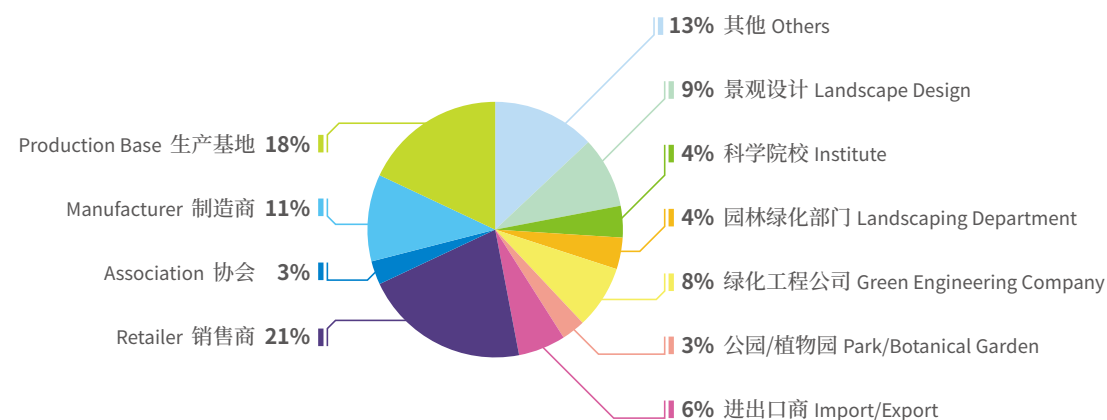
Hortiflorexpo IPM Shanghai, organized by China Flower Association, managed by Shanghai Intex Exhibition and China Great Wall International Exhibition, has over 25 years' experience at the forefront of Asia's floriculture & horticulture industry. As the industry's flagship exhibition with one of the longest track records in the Chinese market, its influence and reputation is recognized by industry professionals all over world.

Aligning with the growing influence of China's floriculture & horticulture industry, people have rising aspirations for a better quality of life, and an improved ecology and environment, which is placing ever greater demands on floricultural & horticultural products and services in the post-COVID-19 era.

The show is now the epicenter for developing new business opportunities and discovering emerging global trends for all stakeholders in the field. So, look into a part of Hortiflorexpo IPM Shanghai now!

观众属性分析

Attendee Analysis



由于部分观众多项选择, 故总百分比大于100%
Total percentage is over 100% due to the multi options

Hortiflorexpo IPM Shanghai 2021年回顾

Previous Review on Hortiflorexpo IPM Shanghai 2021

展出规模: **40000** 平米

参展企业: 近 **700** 家

展商国别及地区: **18** 个国家和地区

国际展团: **2** 大展团 (荷兰、德国)

40000 m² Show Scale

700 Exhibitors

18 Countries and Regions

2 International Pavilions (Netherlands, Germany)

专业观众高度国际化, 网罗全球潜在商机

Highly Internationalized Professional Attendees with World's Business Opportunities

观众国别及地区: **35** 个国家和地区

国内观众来源: 来自 **31** 个省市 **319** 个城市

专业观众数量: **43905** 人次

Attendees from **35** Countries and Regions

Domestic attendees from **31** provinces and **319** cities

43905 times of professional visitors

■ 展商评语

Exhibitors' Reference

中国国际花卉园艺展览会是亚洲花卉、园艺、园林领域规模大、知名度高、贸易效果好的专业性展览会。作为一家在花卉育种方面精耕细作的花卉企业,为能够参加这一展会感到很荣幸,我们每次都怀着一颗虔诚的、学习的心态,带着我们最新研发的育种新品来展示交流,了解行业内人士对新品推广的认可度。

Hortifloexpo IPM Shanghai is a professional exhibition with large scale, high popularity and great trade effect in the field of flowers, horticulture and garden in Asia. As a flower enterprise with intensive cultivation in flower breeding, it is a great honor to participate in this exhibition. Every time, with a humble and learning attitude, we bring our latest new breeding products onsite, so as to communicate with industrial peers, to see their recognition and feedback.

青州千卉盆景苗木专业合作社 **单连娟** 总经理

Shan Lianjuan, GM, Qingzhou, Qian Hui Qian Zi Succulent Specialized Cooperative

我们每年都来参加上海的国际花卉园艺展。园林行业是我们斯蒂尔主要的业务板块,所以我们非常重视作为园林行业大展的上海花卉展,这里有很多我们的目标客户,对于我们的品牌推广和销量增长都是大有好处。2021年的展会并未受到大范围的疫情影响,同行参与度依旧很高,产品种类多,活动内容丰富。进展馆从登记、安检、进入展馆各个环节都有严格把控,我们很放心。

We participate in the show every year. The landscape industry is the main business segment of STIHL, so we attach great importance to Hortifloexpo IPM Shanghai which is a major exhibition of the landscape industry. There are many target customers here, which is of great benefits to our brand promotion and sales growth. We see 2021's show has not been affected by the widespread COVID-19. Still a large number of peer exhibitors are here with a wide variety of products and rich activities. The process of participation is strictly under control over all aspects such as registration and security check, that's why we are very assured.

太仓安德烈·斯蒂尔动力工具有限公司 **曹松涛** 市场经理

Cao Songtao, Marketing Manager, Taicang Andreas Stihl Power Tools Co., Ltd.



■ 聚焦行业发展,建设美丽中国新篇章

Developing Floriculture, Creating A More Beautiful China

同期活动聚焦行业发展,结合市场热点,不仅得到展商及观众的高度认可,更构建起了国内外行业互通信息、交流技术、促进贸易的平台。“美丽花卉成就美丽事业,美丽事业装扮美丽中国。”

An authoritative selection of forum events is highly commended by exhibitors and visitors alike, having built up a high-quality platform for information sharing, technical exchange, and trade promotion between domestic and overseas businesses. The wonders of flowers are now seeing floriculture grow into full bloom, helping to realise a greener, ever more beautiful China.

■ 同期活动,精彩纷呈

Great Achievement of Featured Fringe Programs

■ 大型花艺表演

Flower Arrangement Show



■ 中国花境大讲堂

Floricultural Landscaping Forum

■ 中荷园艺论坛

China & Netherlands Horticultural Forum

■ 温室园艺论坛

Greenhouse Horticulture Forum



■ 花园中心论坛

Garden Centre Forum

■ 花店经营论坛

Florist Operating Forum

■ 景观论坛

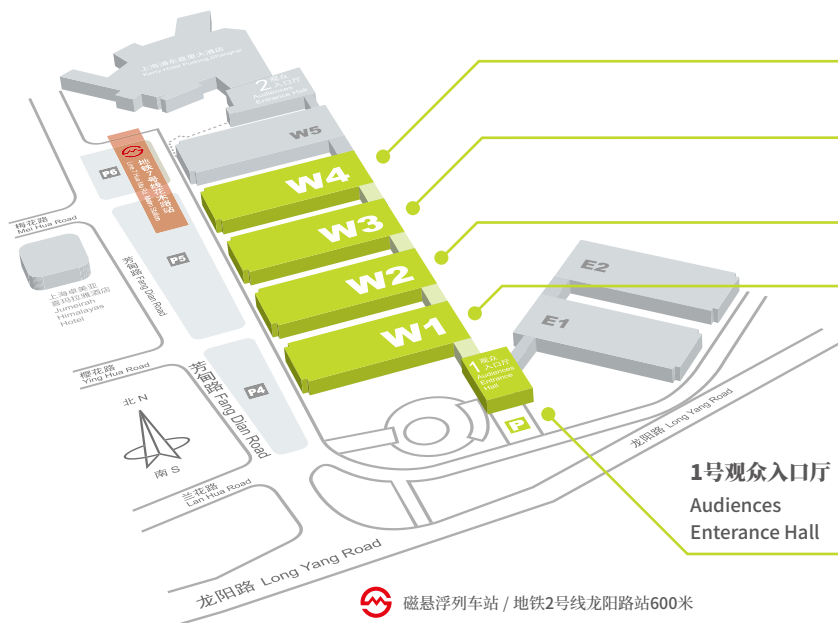
Landscaping Design Forum

■ 主题花园

Theme Gardens



展馆位置 Venue Location



展位价格 Booth Rates

区域 Location	光地展位 (27平米起订) Raw Space (Min. 27 m ²)	标准展位 (9平米起订) Shell Scheme (Min. 9 m ²)
A区 Area A	1,600 元 / 平米 (RMB 1,600 / m ²)	16,000 元 / 个 (RMB 16,000 / 9 m ²)
B区 Area B	1,200 元 / 平米 (RMB 1,200 / m ²)	12,000 元 / 个 (RMB 12,000 / 9 m ²)
C区 Area C	800 元 / 平米 (RMB 800 / m ²)	8,000 元 / 个 (RMB 8,000 / 9 m ²)

备注:

光地展位: 仅提供场地、展厅基本照明、公共场所清洁及现场管理与服务。光地展位27平米起订。

标准展位: 除上述服务外, 另提供三面展板、展位内地毯、一张问讯桌、两把折椅、二盏射灯、一个电源插座、一个废纸篓、公司中英文楣板。标准展位9平米起订, 18平米不得标改特。

Notes:

Cost for **raw space booth** includes: space rental, basic lighting in hall, public area cleaning, site management and services. Raw space starts from 27m².

Cost for **shell scheme booth** includes: raw space services, stand construction, dismantling side and rear partitions (white, 2.5m high), booth carpet, waste basket*1, desk*1, folding chairs*2, spotlights*2, power outlet*1 and fascia board with company name/booth number printed. Shell Scheme booth at 18 m² or under shall not be changed or constructed as raw space booth.

展品范围 Exhibits Profile

W4



鲜切花、切叶; 多肉植物; 花艺资材; 花店用品; 花卉物流; 仿真植物; 花艺表演
Cut Flowers & Leaf, Succulent Plant, Floriculture Materials, Florist Materials, Flower Logistic, Flower Arrangement Show

W3



种子种球种苗; 盆栽; 观赏植物; 家庭园艺; 园艺用品; 肥料; 营养液; 基质; 花盆; 生物防治
Bulbs, Seeds, Seedlings, Pot Plants, Ornamental Plants, Home Garden, Artificial Plants, Horticultural Materials, Fertilizer, Nutrient Solution, Substrate, Pots, Biological Control

W2



温室设施及配套资材; 组培; 灌溉; 农业物联网; 农业金融
Greenhouse Facilities & Materials, Tissue Culture, Irrigation System, Internet of Agricultural Things, Agricultural Finance

W1



园林机械、园林工具; 苗木、草种、园林景观; 景观资材; 景观小品; 花园家具; 水景; 立体绿化; 农业观光
Garden Machinery & Tools, Nursery Stock, Grass Seed, Landscape Materials & Accessories, Garden Furniture, Waterscape, Vertical Greening, Agritourism

优惠政策 Promotions

合同优惠有效截止日期	Promotion Conditions
2022年7月8日前签订, 享 85 折	Sign your contract before 8th July 2022 for a 15% discount
2022年7月9日~9月30日签订, 享 9 折	Sign your contract on 9th July ~ 30th September 2022 for a 10% discount

备注:

- 中国花卉协会会员可享受10%优惠。
- 以上优惠折扣执行以参展公司自签订合同之日起15天内支付合同金额50%定金为准。
- 以上优惠折扣不可重复享受。承办单位上海国展展览中心有限公司享有最终解释权。

Notes:

- Members of China Flower Association enjoy 10% discount.
- Promotions above shall be valid on the condition that 50% payment is made within 15 days after the effective date of contract.
- Promotions can't be combined. Shanghai Intex Exhibition Co Ltd reserves the rights to the final explanation.

主办单位

中国花卉协会

承办单位

上海国展展览中心有限公司

长城国际展览有限责任公司

国际合作伙伴

德国埃森展览公司

Organizer

China Flower Association

Show Management

Shanghai Intex Exhibition Co.,Ltd.

China Great Wall International Exhibition Co.,Ltd.

International Partner

Messe Essen GmbH

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