The 21st 中国国际花卉园艺展览会
HORTIFLOREXPO IPM SHANGHAI

2019年4月20日-22日
上海新国际博览中心 W2-W5馆 (浦东新区龙阳路2345号)
20-22, April 2019 Shanghai New International Expo Center
乘政策东风，迎丝路机遇
Seize New Opportunities from the Belt and Road

"一带一路"倡议的提出，使古丝绸之路有了"新航线"，从市场流通方面，为花卉园艺行业打通了新物流渠道，从产品研发方面，为我国花卉园艺品牌提供了"走出去"的机会。同时，中国政府描绘的"美丽中国"蓝图，更为花卉产业发展拓展了更大的空间。

Under the construction of the Belt and Road Initiative, there are new routes for the Maritime Silk Road of the flower industry. There are not only new logistic channels opened, but also more opportunities for domestic horticultural brands to join into the world market. The promoting of building "Beautiful China" has expanded much space for horticultural development, and will bring much more great possibilities for flower, horticultural and floricultural companies.

Hortiflorexpo IPM Shanghai/Beijing has been through 21 years. Its exhibits range from seeds, seedlings, bulbs, flowers, horticultural materials, greenhouses, young plants, garden machinery, logistic to the whole industrial chain. Hortiflorexpo IPM Shanghai/Beijing is now the essential trade platform of meeting latest trends, exploring overseas market, maintaining customer relationship, releasing new products and building brands. This fair promotes high-qualified development of flower industry and lets both exhibitors and attendees to join in the cluster effect of industrial chain.

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

专业观众：31264人
专业观众来自：57个国家及地区
国内观众数量：31个省级行政单位、425个县级

31264 professional attendees
Attendees from 57 countries and regions
Domestic attendees come from 31 provinces and 425 cities

参展企业：800家
参展国家及地区：30个国家及地区，9大展馆
（荷兰，德国，法国，哥伦比亚，厄瓜多尔，日本，韩国，泰国，中国台湾）

800 exhibitors
30 Countries and Regions, 9 International Pavilions
(Netherlands, Germany, France, Colombia, Ecuador, Japan, Republic of Korea, Thailand, China's Taiwan region)
观众分析
ATTENDEE ANALYSIS

生产资源
Production Base
- 20.05%

制造商
Manufacturer
- 19.35%

协会
Association
- 9.26%

零售商
Retail/Wholesale
- 6.24%

进出口商
Import & Export
- 5.43%

公园/植物园
Park/Botanical Garden
- 5.30%

同期活动，精彩纷呈
GREAT ACHIEVEMENT OF FEATURED FRINGE PROGRAMS

全国园艺绿化苗木新产品新技术研讨会
Chinese Technology and Application Research Conference for New Garden Products & Young Plants

中荷可持续园艺论坛
Holland Day Conference

立体绿化、美丽中国论坛
Vertical Greening and Beautiful China Forum

温室园艺新技术成果开放论坛
Transformation Green House Technology Achievements & Opening Industries Forum

花卉苗木新品种培育技术推介会
New Flower and Nursery Plant Technology Promotion Conference

小微型盆景发展论坛
Micro Penjing Conference

家庭园艺论坛
Consumer Forum for Home Gardening

大型插花表演
Flower Arrangement Show

产业实地考察
Manufacturing Site Visit

技术研讨会
Seminars

互动展示区
Interactive Display

观众评语
AUDIENCE EVALUATION

这是我第四次参加上海花展，感觉到规模性和专业性都有了很大提升，尤其是今年，很不一般。新疆明珠花卉市场作为新疆乃至西北目前最大的花卉展销市场和批发集散地之一，我们这次来也是想把新疆花卉市场做相关交流，我们的一些花商也已经很多和参展商有了前期沟通，到展会现场再进行对接，”一带一路”线路也给新疆的花卉市场带来很大的推动作用。

This is my fourth time attending Hortitrends IPM Shanghai. I feel that its scale and professionalism have greatly improved, especially this year. I even haven’t managed to go through all halls! Xinjiang Minghu Flower Market is one of the largest display and wholesale centers. That’s why we are here to have distant communication with industrial peers who come from other flower markets. Some of our florists already have communications with exhibitors; they come to the fair and continue their business. On the other hand, the Belt and Road Initiative also made a boost to the flower industry in Xinjiang.

新疆明珠花业有限责任公司 潘国清 总经理
Pan Jingquan, General Manager of Xinjiang Minghu Flower Co Ltd

由于南湖公园定期要更换花卉品种，需要引进新的花卉品种，也要了解园艺景观方面的设计趋势，这次展会获取了很多有价值的资料，和供货商也取得了沟通，收获很大，希望上海花园艺展越办越好！

Because we change flower breeds in Nanning Nanhu Park regularly, we need to bring in new varieties and get to know the trends of garden scenery design. Thanks to this great fair that we have achieved quite a lot valuable information and communication with suppliers. We wish Hortitrends IPM Shanghai every success in the future!

南宁市南湖公园 罗悦悦
Tan Yueyue, Nanning Nanhu Park
### 展馆位置
LOCATION OF EXHIBITION HALL

![展馆位置图](image)

### 展品范围
EXHIBITS PROFILE

- **W5 馆**
  - 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 & Pieces, Garden Furniture, Waterscape, Vertical Greening, Agritourism

- **W4 馆**
  - 温室设施及配套资材；组织；灌溉；农业物联网；农业金融

- **W3 馆**
  - 种子和有机种苗；盆栽；观赏植物；家庭园艺；仿真植物；园艺用品；肥料；营养液；基质；花卉；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 馆**
  - 多肉植物；海苔花，切叶；花卉资材；花店用品；花卉物流；插花表演
  - Succulent, Cut Flowers & Leaf, Floriculture Materials, Florist Materials, Flower Logistic, Flower Arrangement Show

### 展位价格
BOOTH RATES

<table>
<thead>
<tr>
<th>区域</th>
<th>光地价格（27 平米起订）</th>
<th>标准展位价格（9 平米起订）</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 区</td>
<td>1600 元 / 平米 (RMB16000/sqm)</td>
<td>16000 元 / 9平米 (RMB160000 / 9sqm)</td>
</tr>
<tr>
<td>B 区</td>
<td>1200 元 / 平米 (RMB12000/sqm)</td>
<td>12000 元 / 9平米 (RMB120000 / 9sqm)</td>
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<tr>
<td>C 区</td>
<td>800 元 / 平米 (RMB8000/sqm)</td>
<td>8000 元 / 9平米 (RMB80000 / 9sqm)</td>
</tr>
</tbody>
</table>

**备注 Please note:**
- 光地展位：仅提供场地，展位基本配置, 仅提供所需场地及现场管理与服务；
- 标准展位：含上装展位、灯光、展板、地毯、帐篷、接线板及插座、电源插座, 房间内照明, 一个接待桌, 两个桌子, 一个椅子, 两个展板, 一个电源插座, 公共区免费展板。

Cost for raw space booth includes: space rental, basic lighting in hall, public area cleaning, site management and services.

Cost for shell scheme booth includes: raw space services, stand construction, element table and chair set, light, carpet, basket, public area cleaning, site management and services.

### 优惠政策
PROMOTIONS

<table>
<thead>
<tr>
<th>合同签订时间节点</th>
<th>是否参加 2018 广州国际盆栽植物及花园花店用品展览会</th>
<th>上海展折扣情况</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Signing Deadline</td>
<td>Attending IPFEXPO 2018</td>
<td>Promotions of Hortiflorex IPM Shanghai</td>
</tr>
<tr>
<td>2018年5月12日以前</td>
<td>Before 12th May 2018</td>
<td>未参加</td>
</tr>
<tr>
<td>8.5 折 (15% off)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018年5月13日—2018年9月30日</td>
<td>13th May 2018—30th September 2018</td>
<td>是参加</td>
</tr>
<tr>
<td>8.5 折 (15% off)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 折 (10% off)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**备注 Please note:**
1. 中国花卉协会可享受 10% 优惠。
2. 以上优惠折扣仅限于展会主办方在合同中注明或 15 天内交付定金金额 50% 完成为准。
3. 以上优惠折扣不可重复享受, 举办单位对最终折扣享有最终解释权。

Promotions above shall be valid on the condition that 50% payment is made within 15 days after the effective date of contract.

Promotions cannot be combined. Shanghai Info Exhibition Co Ltd reserves the rights to the final explanation.
**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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**联系我们**
**CONTACT US**

**上海国展展览中心有限公司**
**Shanghai Intex Exhibition Co Ltd**

**电话 / Tel:** +86-21-62957551/2060/8367/2075, 62091943

**传真 / Fax:** +86-21-62780038

**联系人 / Contact**

- 万琦 / Angela Wan
  wanqi@shanghai-intex.com
- 宗文 / Cherry Zong
  zongwen@shanghai-intex.com
- 韦任君 / Renjun Gao
  hfexpo@126.com
- 陈艳文 / Grace Chen
  chenyanwen@shanghai-intex.com
- 董心怡 / Xinyi Dong
  dongxinyi@shanghai-intex.com

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**WeChat: hfexpo**