



GARDENIA

Gardenia International Garden and Landscape Architecture Fair

FEBRUARY 13-15, 2020

INVITES

mtp
GRUPA

**EVENT
NO.1
IN THE
HORTICULTURAL
INDUSTRY**

**SUCCESS
IS GREEN**

TRENDS • INSPIRATION • KNOWLEDGE

Media Partner
LIDER BIZNESU

NO. 1 IN THE HORTICULTURAL INDUSTRY



The largest indoor exhibition in Poland

(both in terms of the number of exhibitors and exhibition space)



Presentation of products

from all sectors of gardening



The widest gardening product range

for professionals and hobbyists in our country



Strictly business nature of the event

(two days for traders, one day for the general public)



Established position and high rank

of the event in the market



International nature of the event

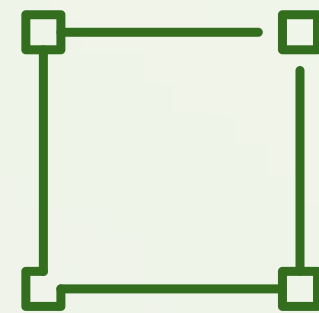
(number of visitors and participants in the Hosted Buyers programme is growing each year)



GARDENIA 2019 IN FIGURES



More than
500
exhibitors



25.000
m² of exhibition
space



15
MTP Poznan Expo
Gold Medal winners



4
plants awarded in the
GARDENIA GRAND PRIX
Competition



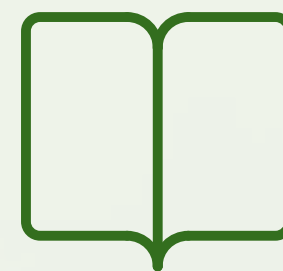
100
market
innovations



100
participants in the
Hosted Buyer programme



2 844 543
PLN advertising
equivalent



2213
publications about
the Fair in the press
and on the Internet



423 445
unique
users



1 101 550
page views
www.targigardenia.pl

*The data applies to the entire block of Fairs: GARDENIA, SPECIAL DAYS, SPORT INVEST.

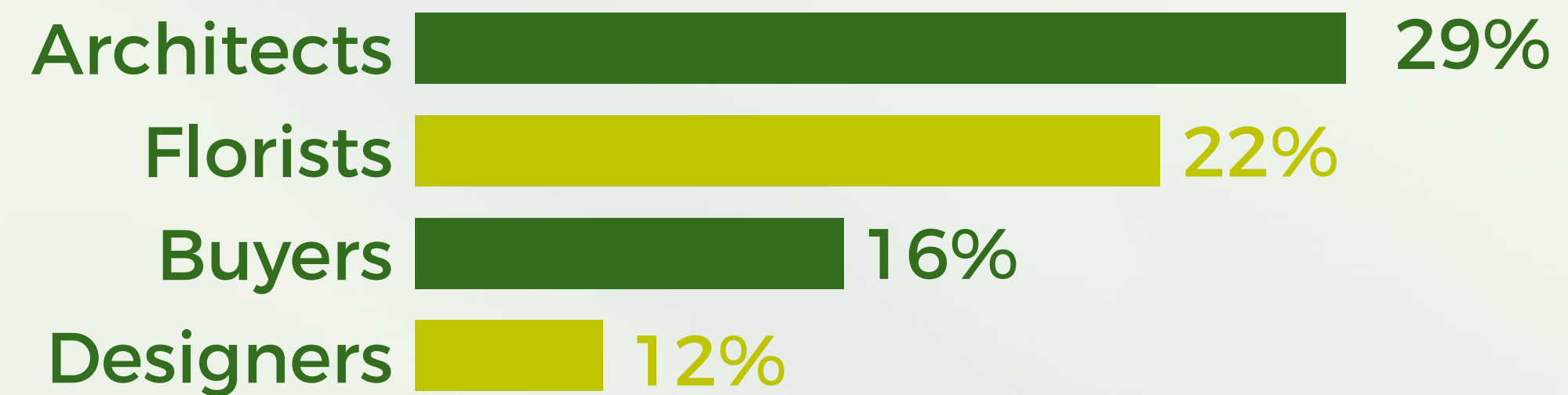
PARTICIPANTS



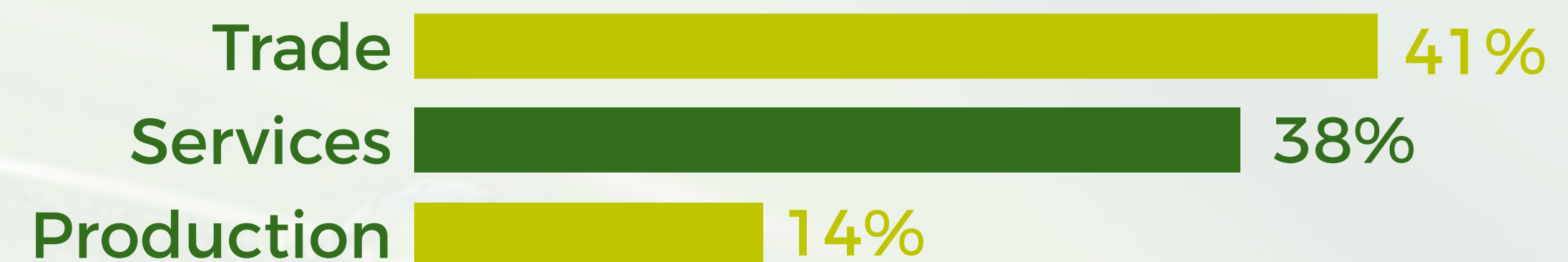
Nearly 24.000
Trade Fair* participants

- › **GARDENIA**
- › **Special Days**
- › **Sport Invest**

Participants' profile



Company profile



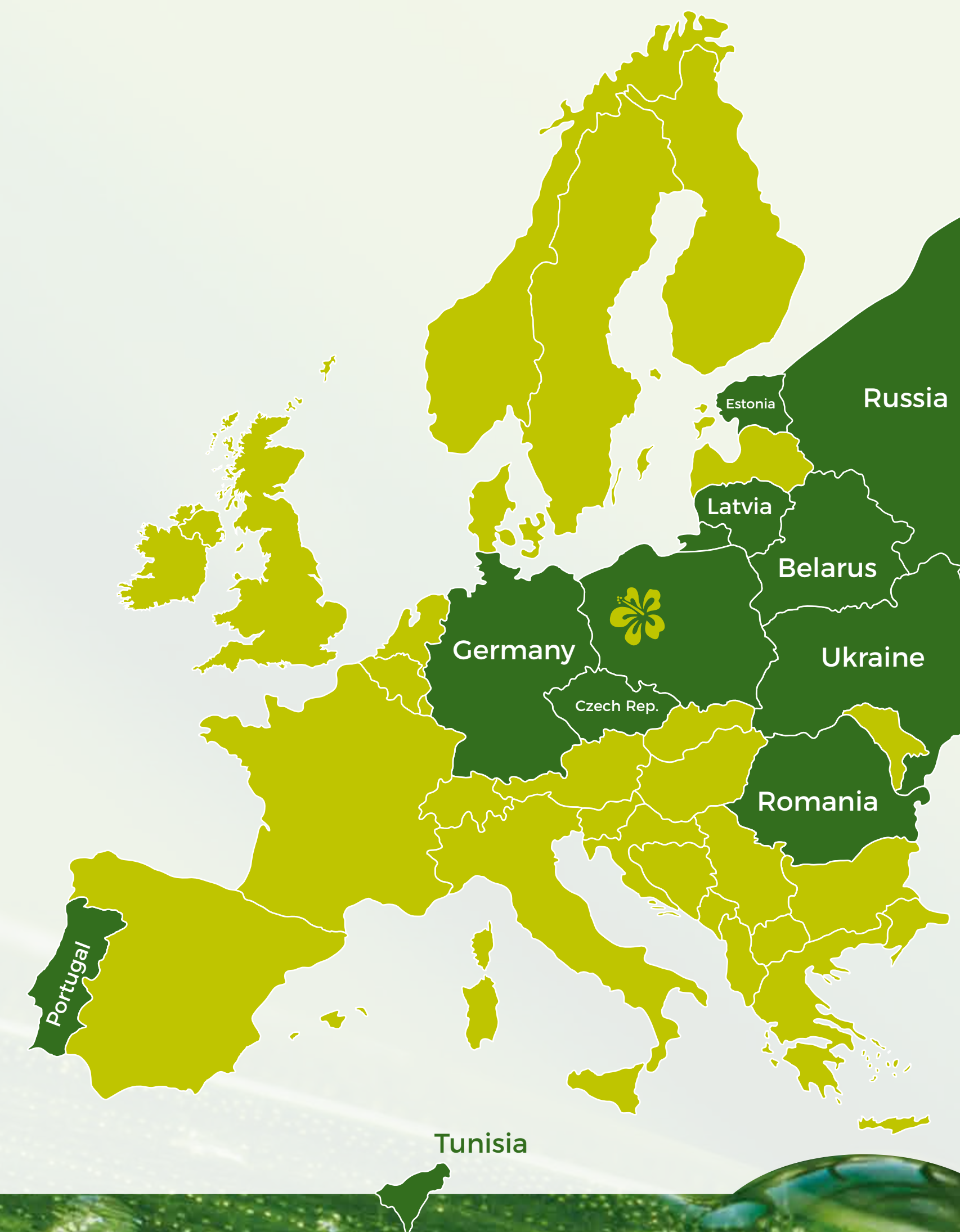
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INTERNATIONAL NATURE

Under the Hosted Buyers programme the GARDENIA Fair was visited by nearly **100 merchants from several countries in the world**, allowing exhibitors to establish business contacts and acquire new customers.

The programme offers:

-  Flight and hotel accommodation
-  Transportation to and from the fairgrounds
-  Programme adapted to the profile of operations
-  Match-making meetings



INNOVATIONS 2020



Refreshed formula primarily focused on deriving inspiration from the design and arrangement of green spaces



Comprehensive presentation of products and services for horticulture thanks to specially designed demonstration zones



Event nature of the fair



INNOVATIONS 2020



Demonstration zone:
sport, recreation
and child in the garden



Big live barbecue
hosted by a TV star



The theme of the next year's
edition "Innovation in the
garden"



Demonstration
Islands



Tour of nurseries and
companies awarded the Gold
Medal and GARDENIA GRAND
PRIX for journalists

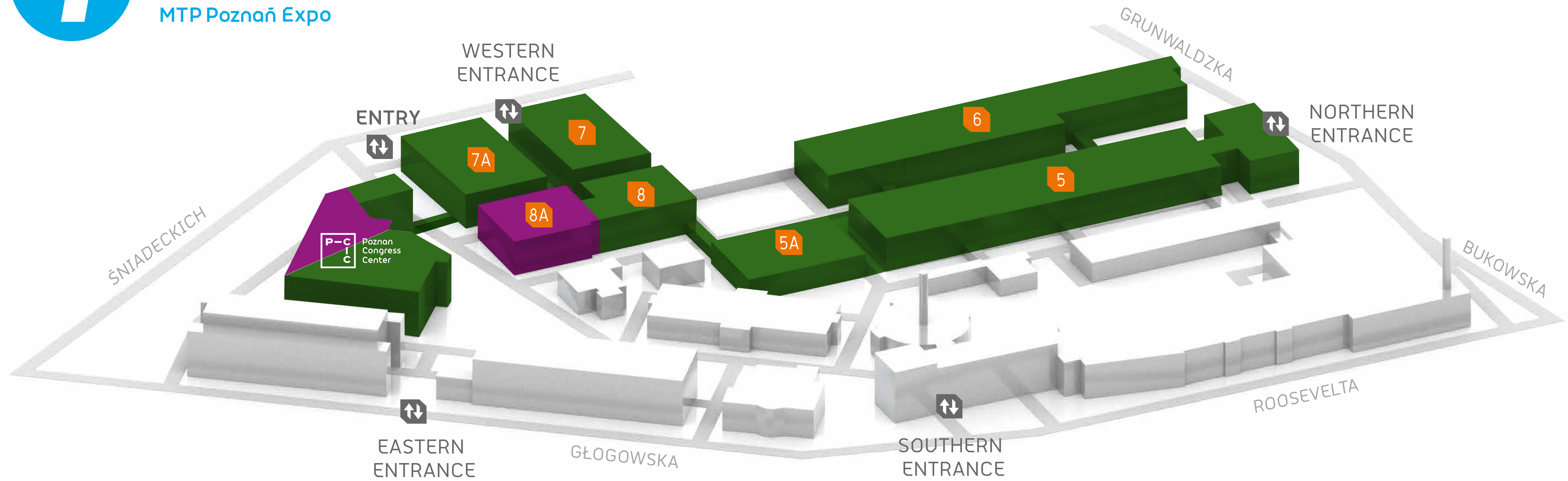


Construction of demonstration
gardens in front of the visitors

MAP OF THE FAIRGROUNDS



Międzynarodowe
Targi Poznańskie
MTP Poznań Expo



 GARDENIA

 SPECIAL DAYS

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