



中国国际花卉园艺展览会  
HORTIFLOREXPO CHINA

HORTIFLOREXPO | SHANGHAI  
IPM

The 23<sup>rd</sup> Hortifloorexpo IPM Shanghai

# Show Report



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## 1. General Information

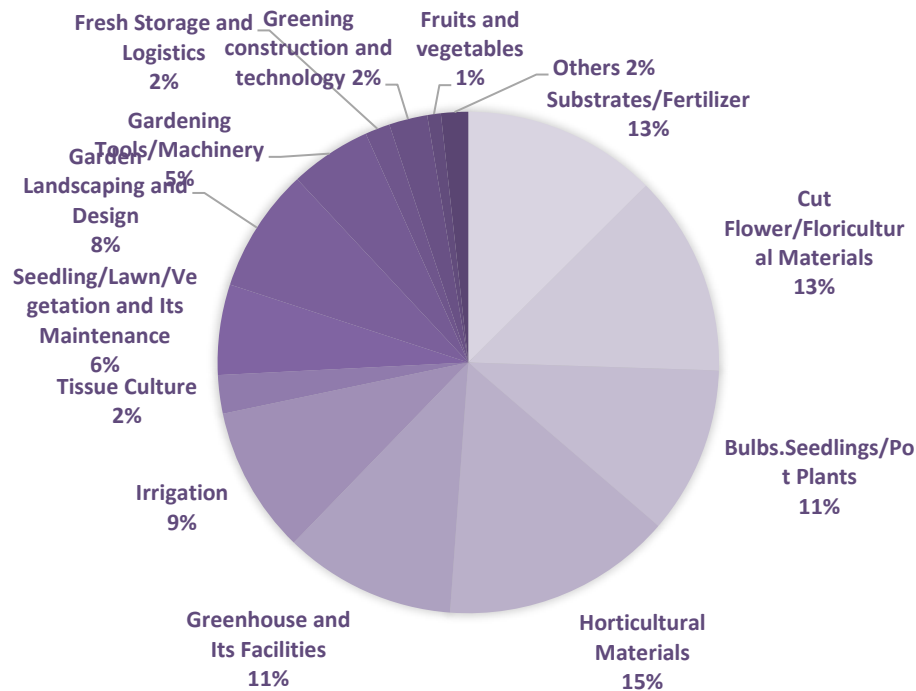
Organized by the China Flower Association and managed by Shanghai Intex Exhibition Co Ltd and China Great Wall Exhibition, the 23<sup>rd</sup> Hortiflorexpo IPM Shanghai was successfully held from 15<sup>th</sup> to 17<sup>th</sup> April 2021 at the Shanghai New International Expo Center. Adhering to principles of high quality and professional service, Hortiflorexpo IPM Shanghai is committed to building a professional trade platform for domestic and foreign exhibitors. Demonstrating continuous innovation since its launch in 1998, the show has enjoyed the unwavering support of the industry for over two decades, as well as consistent public praise and commendation. It has grown to become the flagship exhibition of Asia's well-known floriculture, horticulture and gardening industry brands. Each year's new products of the major brands in the industry or the debut of new enterprises are released, Hortiflorexpo IPM Shanghai is undoubtedly the absolute platform.

### 1.1 Exhibits Profile

Hortiflorexpo IPM Shanghai 2021 covered 40,000 square meters of exhibits, refined and displayed within distinct category areas to provide visitors with an efficient layout and a professional show environment. As Asia's leading trade show in the floriculture, horticulture and gardening industries, the exhibition attracted nearly 700 exhibitors from 18 countries and regions including mainland China, Germany, the Netherlands, Denmark, Sweden, Latvia, Estonia, Japan, Belgium, Israel, France, the United States, Finland, Greece, South Korea, Italy, Hong Kong SAR and Taiwan China. Among them, the Netherlands and Germany still overcame the impact of the global pandemic and participated in the form of pavilions, focusing on the display of the latest products from their countries.



The show's exhibits ranged widely covering the full industry supply chain including cut flowers, potted plants and flowers, ornamental plants, nursery stock, lawn, seeds, seedlings, artificial plants, biotechnology, bioengineering design, floricultural materials, gardening machinery, greenhouse equipment, irrigation systems, landscape transformation, Internet of Things (IoT) in agriculture, garden furniture, floor and roof greening, urban landscaping, outdoor recreation, water feature landscaping, cold-chain preservation as well as a variety of related products. The specific category areas covered are proportioned as follows:



Diversified exhibits of the whole industry supply chain brought a fresh look to the professional attendees of the industry, including:

**Garden Machinery & Landscaping:**

- STIHL,
- SOL,
- Greenman,
- Husqvarna,
- Bandit,
- Daye

**Greenhouse Facilities:**

- Huanong Besky,
- Fenglong,
- New Green,
- Haygrove, Ridder

**Horticulture:**

- Green Friday,
- Miracle Gro,
- Stanley,
- Berry&Bird,
- Fi-fan

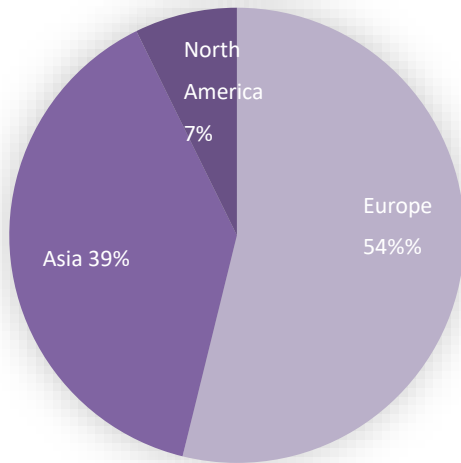
**Bulbs/Seedlings/Flowers:**

- Brighten,
- Shanghai Seed Industry,
- Dummen Orange,
- Deroose

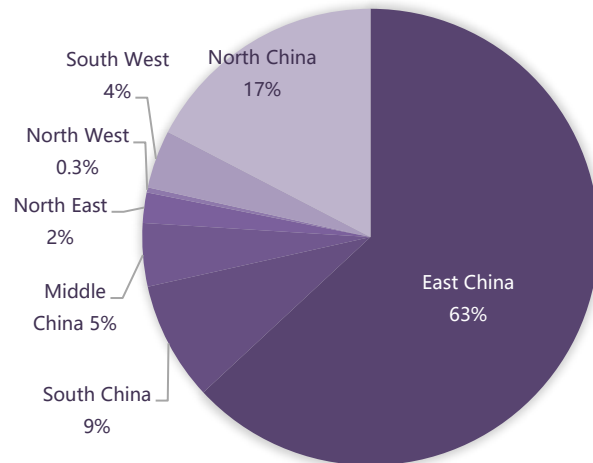
**Plants & Exotic Plants:**

- Halex,
- Lihui

### International Exhibitors Range:



### Domestic Exhibitors Range:



## 1.2 Immersive Experience of Real Gardens

In addition to a wide variety of exhibits, Hortiflorexpo IPM Shanghai also presented real gardens, interactive pressed flower areas, flower landscape displays, succulent desert landscape displays and other display zones to bring an uplifting and refreshing experience for both exhibitors and visitors.

### *Themed Gardens – The Children’s Garden and the Well-being Garden*

Show Management, together with internationally renowned garden designer Romeo Sommers, were proud to present the Children’s Garden and the Well-being Garden in this show.

The Children’s Garden combined children's activities with simple gardening practices, drawing on their natural curiosity to encourage children to get close to green plants, stimulating their interest in nature through rich immersive experience. Every child can exercise their climbing and body coordination skills by climbing a tree house, while they can also learn about flowers and plants, and explore the magic and beauty of plants by playing in planting beds and in the children’s cabin shop.



The Well-being Garden aims to create a peaceful space where people can relax and enjoy the aromas of herbal plants away from the busyness of the show. The planted area is dominated by vanilla plants, where people can unwind, meditate or contemplate. What is presented here is not simply a garden offering serenity, but an ethos of well-being to cherish.

### ***Pressed Flowers – Fly Away with Childhood Dreams***

This year the Show has also partnered with Shanghai Chunhua Qiushi Flower Art Studio to jointly host the “Pressed Flowers – Fly Away with Childhood Dreams” thematic area, aimed at caring for the mental health of children. The area presented more than 100 pressed flower works handmade by children from around the country. Participants could make pressed-flower bookmarks by themselves, or complete pressed-flower picture frames under the guidance of teachers. Some of the works will now be donated to children’s welfare homes or institutions.



### ***The Wonderful World of Preserved Flowers Area***

Show Management, in partnership with the Shanghai Preserved Flower Laboratory (SPFL), earnestly arranged “The Wonderful World of Preserved Flowers” thematic area, where preserved flowers were displayed in various art forms that let visitors feel their real and long-lasting beauty.

### ***Floricultural Landscaping Display***

In association with Modern Landscape Magazine, Show Management this year set up four floricultural landscaping display areas: the “‘Orange’ Skylight, Impressive Garden”; “Flower ‘Rippling’”; “Tortuousness & Philosophy”; and “The Beauty of the Winding Path”. Each of them presents characteristic natural ecology through different techniques such as mirror effects, contrasting colors or delicate delineations.



### ***Wenjiang Authentic Flower Display***

The Show also worked with the Flower Association of Wenjiang District Chengdu City to bring visitors the experience of characteristic Osmanthus fragrances, cut silver willows, and potted banyan and bonsai trees.

### ***Succulent Desert Landscaping Area***

Together with the Shanghai Flower Association Cactus Succulent Plant Professional Committee, Show Management offered visitors a “Succulent Desert Landscaping Display” on the show floor. Through the novel combination of succulent plants and cactus, it demonstrated planting to encourage consumption and promote succulent market development.

## **1.3 The Flower Arrangement Show and Dedicated Industry Forums**

The Flower Arrangement Show has always been the highlight of Hortifloorexpo IPM Shanghai. It is not only a respected platform for famous florist masters from China and around the world to appear on, but also provides the space for face-to-face communication and exchange between professional florists and flower enthusiasts. Floral designers, through innovative multicultural techniques that combine floral arrangement with aromatic incense and guqin music, micro landscaping in paludarium, as well as Japanese Ikenobo, Ohara and paper floral styles to present audiences with a feast for the senses exhibiting boundless skill in flower arrangement performance.



**Wu Qing:** Learnt from incense master Liu Liangyou; Master of Fine Arts Archaeology, Department of Archaeology, Graduate School of the Chinese Academy of Social Sciences; Director of the Hongqiao Incense Museum, Intangible Cultural Heritage Inheritance and Experience Center; Representative inheritor of the intangible cultural heritage of "Jiangnan Traditional Literati Fragrances"; Chairman of the Shanghai Changning Qinglu Academy; Director of the Shanghai Intangible Cultural Heritage Protection Association; Professor of Shanghai Jincheng Cultural Relics

and Art, Specialized College of the Chinese Academy of Social Sciences.

**Chen Chuixun:** Convinced that "every flower or leaf plays the greatest value", Chen is good at combining different materials to amazing effect through skillful design integration. Champion of 1997 Taiwan Cup Floral Art Contest; Competitor in the 2001 Asia Cup Flower Design Competition (Seoul, Korea); Designated contestant of Taiwan representative in the 2004 FTD World Cup Flower Design Competition in Melbourne; First Prize of the International Overall Image Design in the 2010 Ghent Belgium Flower Garden Exhibition.

**Zhang Jie:** Founder and chief florist of HuaShuZhi Studio; senior florist designer certification of the DFD Chinese Association in the Netherlands; member of the China Flower Arrangement Association; responsible for the design of the orchid house of Qingzhou Station of Zhengzhou Garden Expo in 2015; won the Silver Award of the Zhengzhou Garden Expo in 2017.

The reason why most enterprises from the world choose Hortiflorexpo IPM Shanghai is not just to display their unique products and attract new business, but also to understand new macro policies that affect the industry, to gain insight into the latest development trends within the industry, and to share and exchange experience through the exhibition's activities and platforms. Hortiflorexpo IPM Shanghai 2021 continued the international and forward-looking nature of the exhibition in the arrangement of its various forums. On the basis of its established activities, the show integrates emerging trends, hot topics and new industry technologies to provide specialized content and effective practical experience for industry professionals, while also sharing current fashions with horticulture lovers. These conference events have bridged divides through combining communication of best practice with discussion on technological developments and market operations.

### ***The Floricultural Landscaping Forum – Native Plants and Their Applications***

China has a rich abundance of plant resources. To explore these native resources and make full use of the research into traditional Chinese floricultural landscaping, it would be of great help to further improve and develop local floricultural landscaping material production. The forum's opening speech was made by Cheng Haizhong, vice chairman of the Chinese Society of Flower Bulbs and Herbaceous Perennials. Shen Ruixue, Director of SFYY(Shangfang Yuanyi), then presented a deep analysis looking at "*Inspiration from Native Vegetation to Artificial Plant Landscapes*"; and well known floricultural landscaping designer Yu Xingwei shared his views on the "*Application of Native Ornamental Grass in Floricultural Landscaping*". Both of the presentations received positive feedback from the audience. People are now realizing that

adaptability is the first principle in the selection of landscaping materials.

### ***The Sino-Dutch Horticultural Forum – Sustainable Pathways toward the Next Generation of Horticulture - Examples from the Netherlands***

This forum is managed by the Agricultural Office of the Embassy of the Kingdom of the Netherlands in China and the Consulate General of the Kingdom of the Netherlands in Shanghai. Mr. Wouter Verhey, Agricultural Counsellor of the Embassy of the Kingdom of the Netherlands in China attended and delivered an opening speech. The International Cooperation Office of the Shanghai Agriculture and Rural Affairs Committee of China and its Plant Management Office attended the meeting and made special reports. Representatives from Kubo (Shanghai) Smart Greenhouse, Priva, Dummen Orange, Rabobank, Holland Greenhouse Delta and other enterprises held discussions on the core of greenhouse technology development, digital cloud computing, facility agriculture and on the sustainable development of the vegetable and fruit industry. At the same time, in terms of the design, construction, operation and flower production of glass greenhouses, the forum took the technological innovation and supporting services developed in the Netherlands as a case study to provide reference for improving the sustainable development of the flower and horticulture industry in China.

### ***The 2021 Sino-American Landscape Design Idea Forum***

This platform is one of the major events of the Los Angeles Real Estate Forum, which was founded in 1992 by the Los Angeles Municipal Real Estate Association. The Sino-American Landscape Design Idea Forum aims to bring together landscape architects, artists, designers in other fields, urban thinkers and investors from around the world to share new ideas. The forum is hosted by the Shanghai Society of Modern Landscape Architecture. Famous landscape designers such as Cao Yi, Xu Yida and Ling Keng were invited to share details of the floricultural landscaping design of the historic building area of the Bund, the construction review of the "Park City" demonstration area of Shanghai Jiading New City and the protection of the Chongming Island East Beach Wetland. This forum plays an active role in promoting global cooperation in the field of domestic landscape design, improving the living environment and enhancing the image of Shanghai.

### ***The Garden Center Forum – The Current Status of Chinese Garden Centers and Future Trends in the Post Pandemic Era***

The sudden pandemic in 2020 has had a profound impact on people's lives and all industries, including the horticultural retail industry. However, the pandemic could also be an opportunity. With this in mind, Li Cheng, the President of CHS (China Horticultural Society), elaborated on the



current situation and development opportunities of China's garden center industry. Famous European garden designer Romeo Sommers was invited online and interacted with the audience on the evolution and development trends of overseas garden retail in the post-epidemic era. This forum also invited Lin Ying, President of Spring Garden Wonderland, Neville Stein, a well-known British gardening retail expert, Chang Mengyao, General Manager of Ball Horticulture, and Zhao Yi, Founder of Shanghai Endless Summer Landscape Design Firm, to share their insights. More than 100 gardening retail professionals gathered together to join this event.

### ***The Greenhouse Horticultural Technology Development Forum***

This forum is strongly supported by the China Agricultural Mechanization Association and the Academy of Agricultural Planning and Engineering. Key enterprises in the industry such as Huanong Besky, Svensson, Munters, Klasmann, discussed the problems encountered in facility production and sales management from the perspectives of greenhouse management software applications, greenhouse climate management and substrates. Onsite growers and facility agriculture enterprises exchanged knowledge on production technology, management concepts, market demand and other content.

### ***The Florist Forum – Florist Influencers' Offline Salon***

With the rapid development of China's consumer market in recent years, the public's aesthetic requirements are increasing day by day. The appearance and taste of a florist shop has become the first consideration of consumers. While facing the challenges of the general environment, some florist influencers are now using social media marketing, as well as their unique personality, to attract people's attention. This salon has invited florist influencers such as Li Yuan, Xu Xiaomi, He Boss and florist operations master Hua Ge, to interact and share with practitioners in the fields of product design, new social media marketing and flower shop operations.

### ***The Florist Forum – How Are You Going to Develop in 2021?***

With the advancement of science and technology and the blurring of the boundaries of various industries, the patterns of florist shops are becoming much more diversified. The flower industry is now experiencing increased possibilities. This forum was hosted by Xu Jiayi, founder of the Flower Escort Gardening Service, and directly analyzed the dilemma faced by florists in the direction and path of healthy and sustainable development for the whole industry. Well known KOLs (Key Opinion Leaders) such as Lao You, founder of Hua Xiaoxiang, and Hai Ma, founder of Heidi's Garden, shared their views from the perspectives of traffic analysis, advantages of physical stores, how to integrate online and offline operations, and the management of flower stores.

### ***Technical Seminars***

Besides these forums, the show also hosted industrial technology seminars organized by well-known enterprises in the industry, sharing emerging technology case studies in 2021, jointly discussing technical future development trends, and establishing an international communications platform for information, technology and trade in the horticultural industry between China and other countries.

## **2. Audience Organization and Press Promotion**

Hortiflorexpo IPM Shanghai 2021 has accumulated industry data for years, integrating resources from various partners and channels. While maintaining regular customers, it strives to expand its customer base and develop new cooperation through providing an excellent service and a professional exhibition experience. It is also dedicated to further improve the show's brand awareness as the "Flagship Trade Show of Asia's Floricultural, Horticultural and Garden Industries". Throughout the show, as well as in the lead-up and post-show periods, it makes use of new network resources to conduct professional audience organization and media publicity to raise awareness among professional visitors.

### **A Mix of Online and Multi-media Show Promotion**

During the lead-up to the show, targeted promotions were sent out through the show's networks and publicity channels, predominantly making use of the show's official WeChat, TikTok, and Weibo accounts, as well as through EDM (Electronic Direct Mail) advertising to make the most of the show's extensive audience reach. Focusing on the show's official Wechat account, more than three articles featuring high-quality exhibitors' profiles and exhibition consultation information were posted every week, as well as novel and coordinated brand building and content marketing communications. In addition, Show Management invited exhibitors, customers, partners and suppliers to carry out media promotion on their respective official WeChat account platforms, and entrusted suppliers to follow up through all effective channels.

### **Engaging Audiences through the Professional Press**

Through advertising and advertorials in the industry media and magazines, Hortiflorexpo IPM Shanghai's information is effectively spread to all parts of the country. It covers industry magazines such as China Flowers & Horticulture, China Flower & Gardening News, Modern Landscape, Landscape and Greenhouse Horticulture and more.

### **Broadcast and Published Mass Media**

Show Management invited local mass media organizations for a pre-show news release

and for live coverage of the show, including Xinhua News, STV, ICS (The International Channel Shanghai), Yicai, Jiefang Daily, Xin Min Evening News, Eastday.com, CGTN and People.cn. The publicity generated through print media, the Internet and TV news has greatly increased the influence and attention of Hortiflorexpo IPM Shanghai 2021.

### **International Media**

Show management publishes show information and newsletters through its media partner Newswire, with target areas including the United States, Australia, Southeast Asia, and India. Meanwhile, the show also spreads its advertisements and news releases through cooperation and mutual promotion with partner exhibitions.

## **3. Exhibitor Feedback**

In spite of the impact of the pandemic, Hortiflorexpo IPM Shanghai 2021 still attracted nearly 700 enterprises from through China and around the world to participate in the exhibition, with a wide variety of exhibits and clusters of new technologies and products. The 3-day exhibition not only brought valuable professional knowledge, insight and technology to everyone attending, but also provided an essential bridge for trade communication and business development to regular and new exhibitors alike, creating new market opportunities for them. The show has gained high recognition and praise from both domestic and foreign exhibitors.

### **3.1 Exhibitor Quotes**

“This is the second time I have attended the Hortiflorexpo IPM Shanghai. I have participated in many domestic and international flower shows, but this exhibition is one of the most professional I have seen so far, with a large number of high-quality exhibitors, and a wide range of on-site activities as well as professional visitors. I hope this year’s show will be a great success and bring a greater driving force to the development of the industry.”

**--Jinwen Zhou, Asian Area Marketing Manager, Dummen Orange**

“This is the first time for us to participate in Hortiflorexpo IPM Shanghai. Before participating, we had already visited this show twice in order to see the general conditions of the market. We also did preliminary market research so as to provide data and a basis for our product launch and market operation. The exhibition plays the role of the industry’s weather-vane, providing a platform for communication. I think its scale could be further expanded. At this exhibition we have great achievement including not only our brand appearance, but also market development and cooperating orders that exceeded our expectation. The participation procedure is reasonable

and well organized.”

--Jin Baowei, Vice GM, Hebei Green Legend AST Co Ltd

“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 pious and learning attitude, we bring our latest new breeding products onsite, so as to communicate with industrial peers, to see their recognition and feedback.”

--Shan Lianjuan, GM,

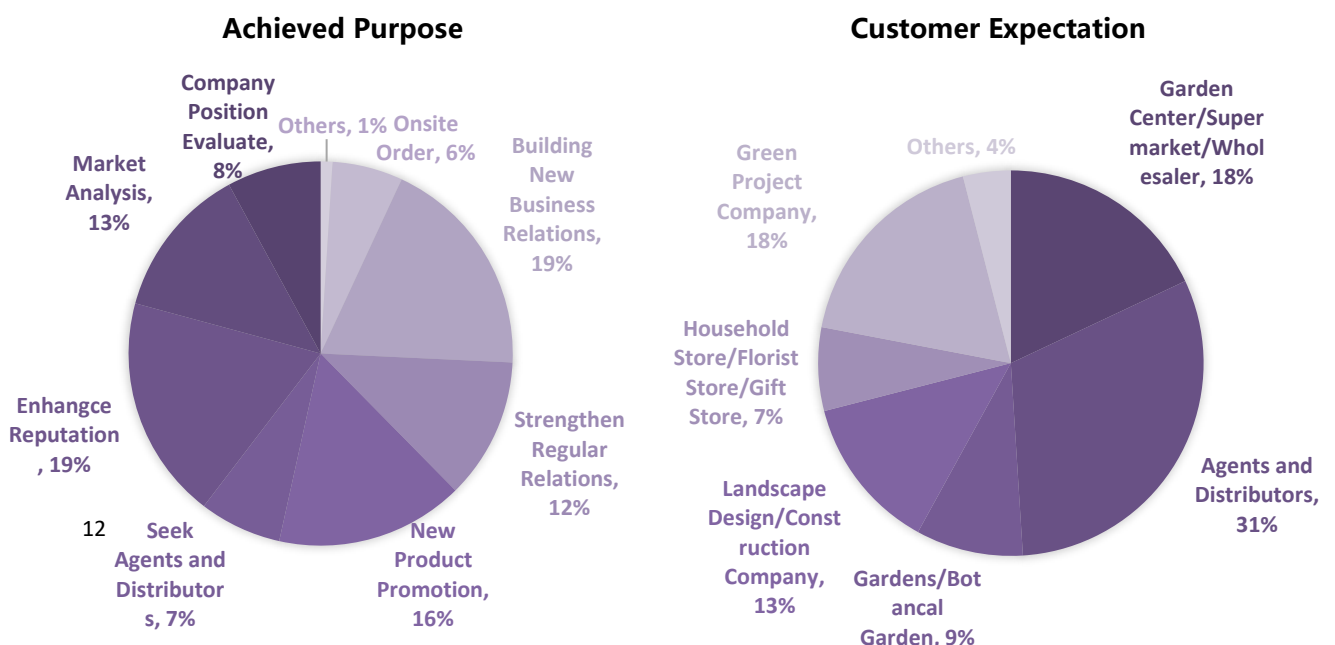
Qingzhou Qian Hui Qian Zi Succulent Specialized Cooperative

“We participate in this 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 benefit 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.”

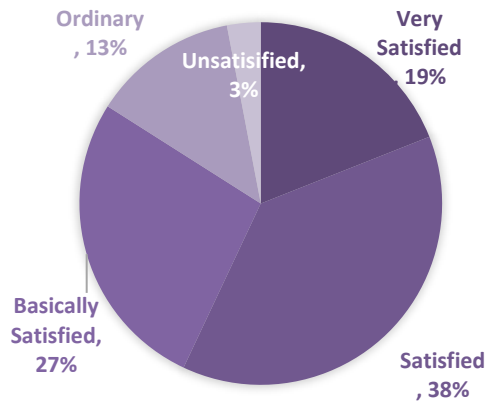
--Cao Songtao, Marketing Director, Taicang Andreas Stihl Power Tools Co Ltd

### 3.2 Exhibitor Survey

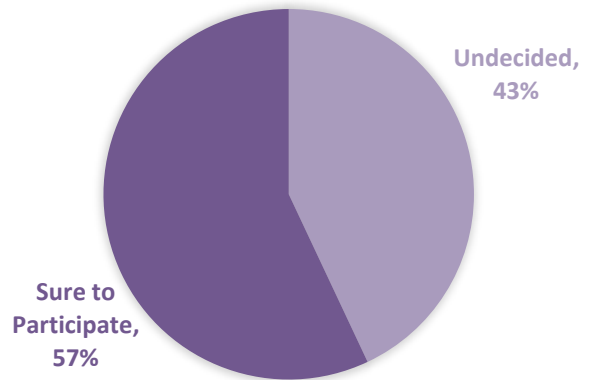
This exhibitor survey was undertaken through online questionnaire, and is based on 134 pieces of data.



### Visitors' Quality



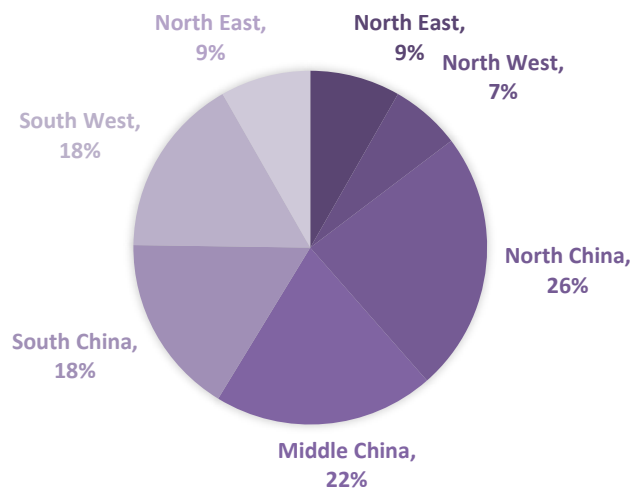
### Whether to Participate in 2021



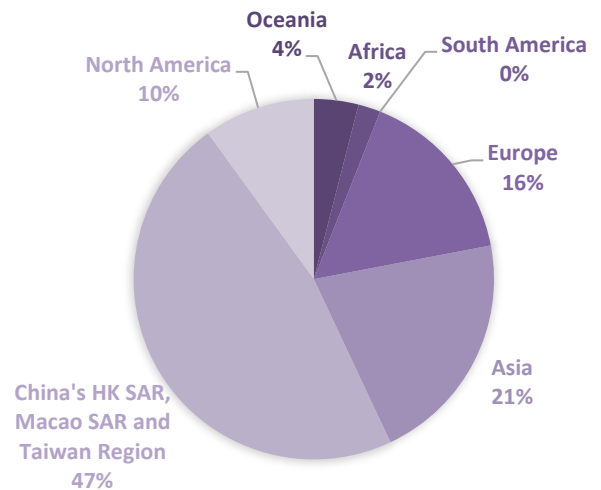
### 3.3 Visitor Survey

Hortiflorexpo IPM Shanghai 2021 was had 43,905 visits, and many visitors were invited to participate in the survey. According to the actual experience of the on-site exhibition, various feedback was gathered.

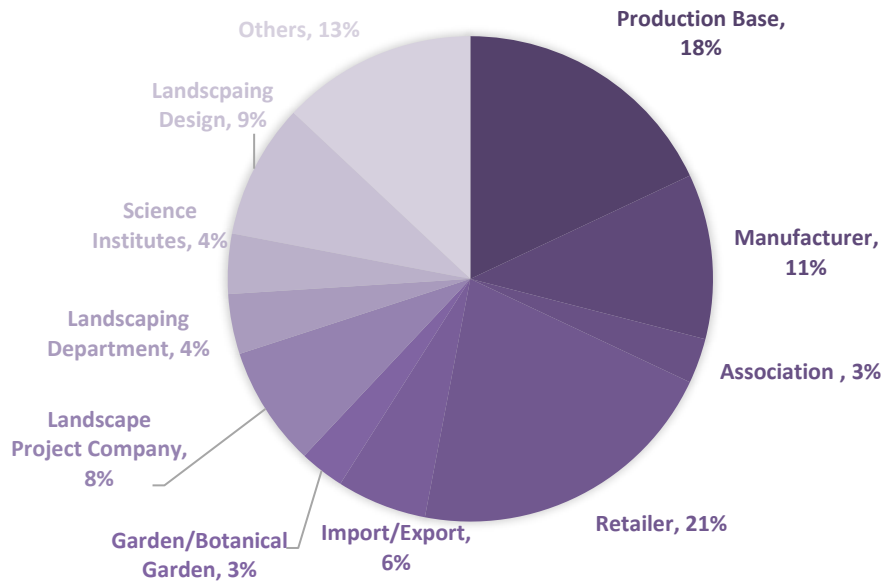
### Visitor Origin (except excluding Shanghai)



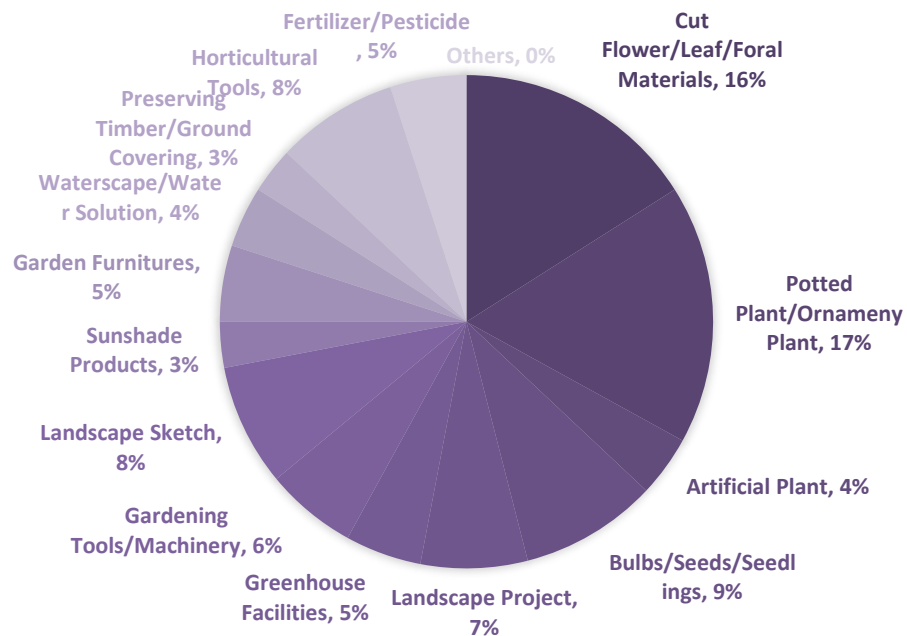
### International Visitor Origin



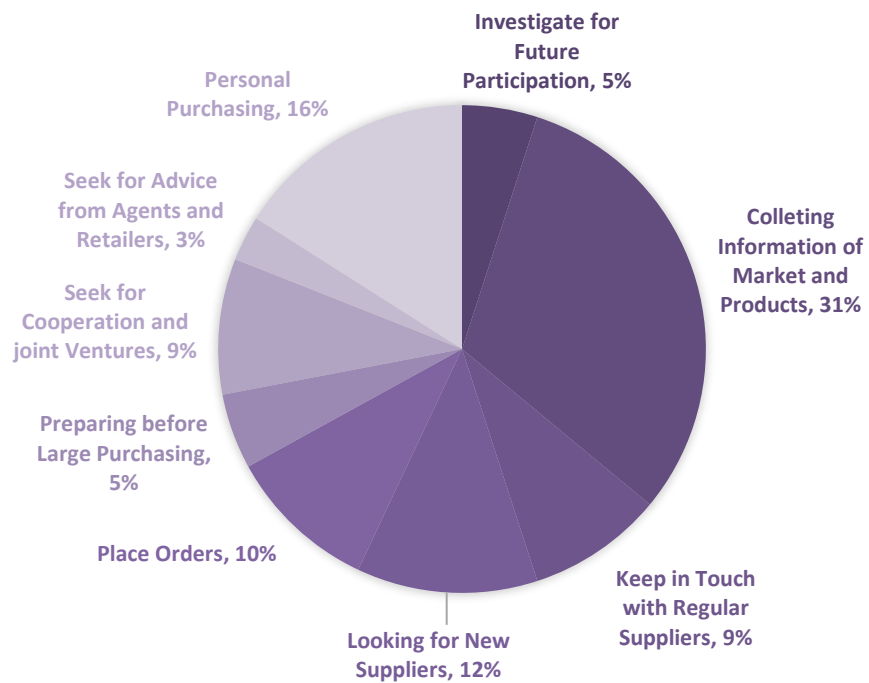
### Nature of Visitors



### Visitors' Interests

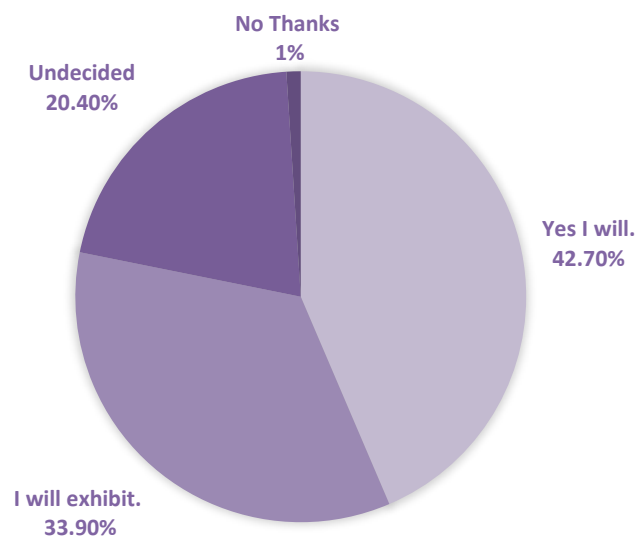


### Purpose of Visit



### Will you Visit Again in 2023?

(based on 431 surveys)



## **4. Creating New Possibilities through Continuing Innovation**

Hortiflorexpo IPM Shanghai 2021 was successfully held with the full support of partners and exhibitors from around China and the world. Once again, we sincerely thank all business enterprises for their participation and all partners and industry media for their support and cooperation. The spread of COVID-19 in 2020 has greatly changed people's living habits in flower and gardening consumption. As one of the first countries to recover from the pandemic, China has seized the opportunity to develop gardening consumption internationally. It is believed that the show will continue to adapt to the new industry patterns and trends, further improving the brand of Hortiflorexpo IPM Shanghai in new ways and including new perspectives. The Show Management will continue to strive in the further development of the exhibition into a one-stop platform for products, technologies and trade for the domestic and international floriculture and horticulture industries, supporting the growth of China's flower and horticulture industry.

**The Show Management of Hortiflorexpo IPM Shanghai  
June 2021**