

31 sierpnia – 2 września • 2017

31 August – 2 September



Warsaw, 7<sup>th</sup> July 2017

## GREEN IS LIFE– 25 years of greenery promotion

The 25<sup>th</sup> jubilee edition of the International “GREEN IS LIFE” Exposition will take place from 31 August to 2 September in Warsaw at EXPO XXI. The motto for this year's edition is „Chillout in the garden” highlights the ecological and social aspect of having plants in our surroundings and the conscious design to improve the environment and quality of life.

More than **300 companies** from Poland and several countries in Europe, South America and Africa have confirmed their presence at the fair. Producers of ornamental and fruit plants for outdoor and indoor areas, technology suppliers, manufacturers of equipment, decorative articles and firms offering production and sales support will be present.

### Plant show

Green is Life is best known for its enormous and varied presentation of plants. One hundred nurseries from Poland and dozens of companies from the Netherlands, Belgium, France, and Germany will have a wide assortment on display. We can view a full cross section: from cuttings and semi-finished products to further production, through ready-made material for retail customers, special products for use by commercial landscape projects and in private gardens, as well as plants intended for public green areas – e.g. trees, ground cover plants.

For the second time in Hall 4, **Flower Expo Poland** will present cut flowers, potted flowers and decorations. Companies from the Netherlands, Germany, Colombia, Kenya and Italy will be present. Exhibitions will be accompanied by flora shows from the Netherlands, Poland, Russia and Lithuania, competitions of florist schools and industry seminars for florists and traders.

**Greenery** will be a new category in the plant sector - a wholesale plant selling platform for industry buyers, whose premiere will take place at the Green is Life Expo. Spread over 1800 m<sup>2</sup> in Hall 4, it will present an assortment of plants ready for on-line orders. The platform is designed for industry customers - primarily retailers.

19 new varieties will compete at the prestigious **Plant Novelties Competition**, the only such event in Poland. They will be on display in the Main Hall.

### Technologies and solutions

Exhibitors will also showcase technology, equipment and products that support the development of horticultural farms and garden service companies. We can expect products and solutions that improve organization, reduce time, and save money. Exhibitors will also show automated systems for planting or cropping, as well as smaller tools, irrigation systems, screens, packaging, marking, substrates, fertilizers and plant protection products.

### Knowledge for professionals

The first two days of the fair are intended for professionals - plant producers, firms dealing with garden trading, designers and contractors, as well as florists. They will benefit from a rich program of events. On Thursday, 31 August, there will be two seminars, KNOWLEDGE FOR PRODUCERS and KNOWLEDGE FOR TRADE. The first meeting is addressed to nursery people and gardeners. The topics will cover

economic irrigation, perennial assortment, plant protection products and safety in plant procurement. The second seminar is aimed at business owners and anyone interested in sales techniques. Participants will learn the latest retail trends, how to create a store and exhibit that encourages customers to buy. The speakers include Dr Marek Borowiński – “Shop Doctor”, Jarosław Olewicz from Media Experts Publishers and Katarzyna Łazucka-Cegłowska – Łazuccy Nursery.

There will be **free workshops** for designers with Gardenphilia Designer and Vectorworks software.

**Specialists dealing with urban greenery** will meet on Friday, 1 September at the **Green City** conference. The program will feature, among others, the latest scientific evidence on the cleansing power of plants, what are the “green” goals in Berlin and how does they work? New here, a presentation and discussion panel devoted to tools and proven methods for participation in creating urban greenery. The program also includes perennials and digital visualization of green projects.

**Ann-Marie Powell** will present the secrets of the true English style in gardening. This British landscape architect will lead the designer workshop on Friday, 1 September. Ann-Marie will also be a special guest at a special conference for the Landscape Architects Day on 2 September. She will present her projects –from the design and technical sides, as well as show how landscape architects can respond to social trends and changing needs of users. The program also takes up the work of a landscape architect in Russia. Projects and experiences related to the implementation of greenery in this country will be presented by landscape architect Mirosław Sztuka from S&P Architektura Krajobrazu.

The last day of the expo will be open to the public, for hobbyists and garden lovers. This day will feature numerous shows, lectures, meetings with experts and a stand to sell rare plants directly from producers.

Registration for industry guests and program details available at: [www.zielentozycie.pl](http://www.zielentozycie.pl)

**25th International GREEN IS LIFE Exhibition**  
**31 August - 2 September 2017**  
**Expo XXI WARSZAWA, ul. Prądzyńskiego 12/14**

Organizers:



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