



# 第 17 届中国国际花卉园艺展览会

HORTIFLOREXPO | SHANGHAI  
IPM

April 22-24, 2015 (Wed.-Fri.)

Shanghai New International Expo Center (2345 Long Yang Rd)

## Show Report

Hosted by China Flower Association and organized by Intex Shanghai, **the 15<sup>th</sup> Hortifloorexpo IPM Shanghai**, the largest official trade show in Chinese horticulture, floriculture and garden field was successfully held from Apr. 17-20, 2013 in Shanghai World Expo Exhibition and Convention Center.

To enhance **Hortifloorexpo's** world reputation, after years of continuous efforts, **Hortifloorexpo** started to cooperate with IPM, a world famous plant exhibition in 2012 and changed its name from "**Hortifloorexpo China**" into "**Hortifloorexpo IPM Shanghai**" (when it is in Beijing, its name will be "**Hortifloorexpo IPM Beijing**") and moved to the newly built Shanghai World Expo Exhibition and Convention Center. We believe through our joint efforts and with the world class venue facilities, **Hortifloorexpo** will attract more exhibitors and visitors from home and abroad and serve the floricultural, horticultural and garden industry better.

As this year's show management, **Intex Shanghai** was responsible for all the services of this event including show planning, marketing, sales, fringe programs and on site operations, etc.

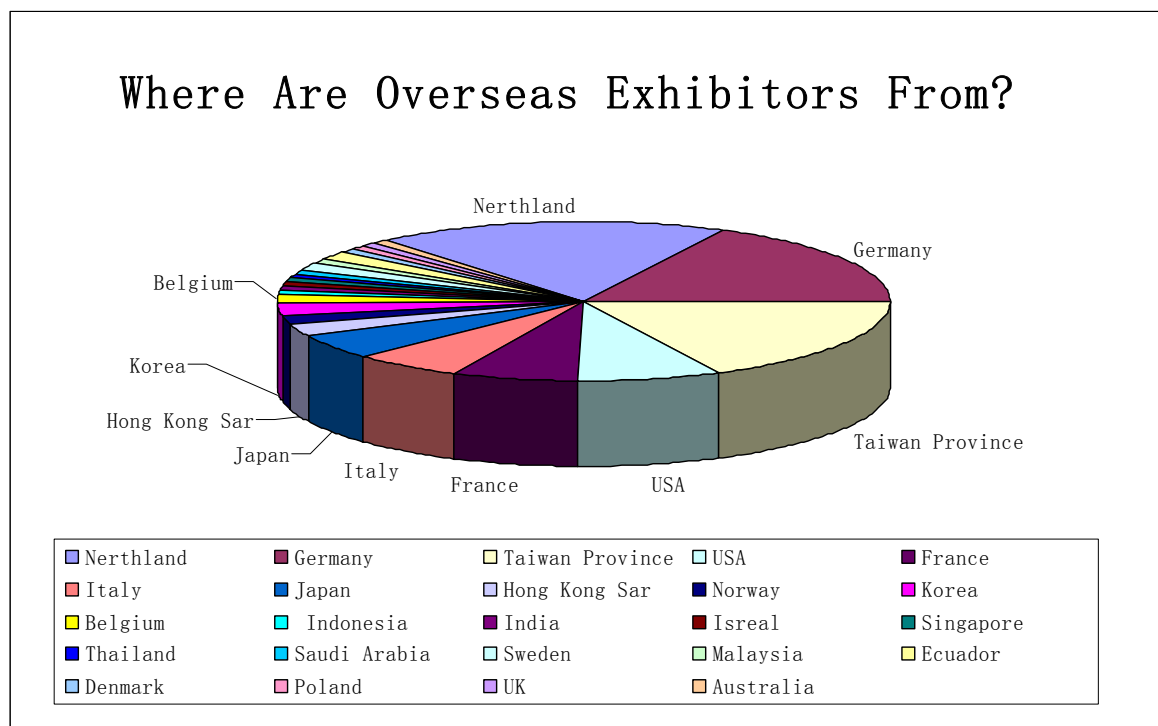
### *Main Characteristics:*

#### **1. Bigger than 2011 Edition in Shanghai with More Foreign Exhibitors**

Through years' of hard working, "**Hortifloorexpo**" has become the renowned Brand Show in this industry. It has become the first choice and the only destination for many big and famous companies to exhibit or to visit every year. When this edition kicked off its sales onsite the Beijing show in April, 2012, over 90% booths were sold out then. Apart from booths reserved for foreign pavilions, almost all the booths had been sold out.

The total area of **the 15<sup>th</sup> Hortifloorexpo IPM Shanghai** reached 18000sqm. 436 well-known companies from 25 countries and regions such as Holland, Germany, France, Belgium, Denmark, USA, Ecuador, Sweden, Italy, Israel, Japan, UK, Korea, Malaysia, India, Indonesia, Thailand, Poland, Australia, Norway, Saudi Arabia, Singapore, Hong Kong SAR, Taiwan Province and Chinese Mainland exhibited and among which 119 were foreign companies. Pavilions from Holland, Germany, France and Taiwan also

participated.



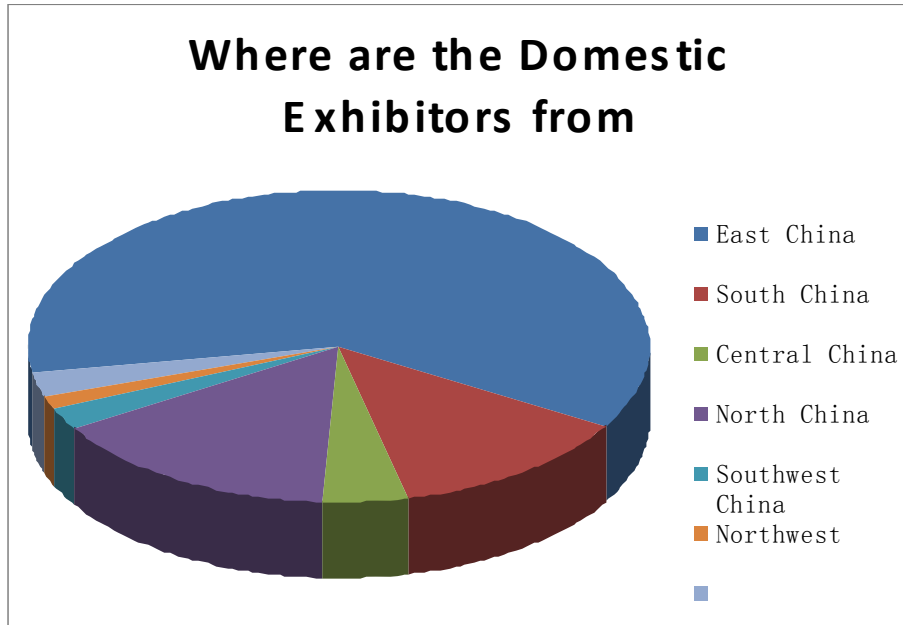
There were 23 Holland companies exhibited in **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai**. Though venue space of **The 15<sup>th</sup> Hortiflorexpo IPM Shanghai** has increased a lot compared with 2011, however, the 17000sqm with void structure and less columns still could not cater for the need of more exhibitors. Due to limited space, quite a few Holland companies had to move out of Holland pavilion and some of them even had to share a booth with other companies. Here we would like specially thank for the kind cooperation and support of Dalsem, a very famous global greenhouse company.

After we join hands with IPM, the world biggest plant exhibition, Messe Essen, the organizer of IPM has brought us a German Pavilion of 16 German companies as well as an international pavilion made of 12 flower and horticultural companies coming from different parts of the world including Step Systems specialized in soil, water, climate measurement technology, Giorgio Tesi, one of the biggest ornamental plant nurseries in Europe, Terracult a famous peat moss substrates manufacturer, Jungpflanzen Gruenewald, a professional breeder, producer and wholesaler of seedlings, bedding plants and balcony plants, EMAK, a world renowned garden machinery manufacturer, etc.

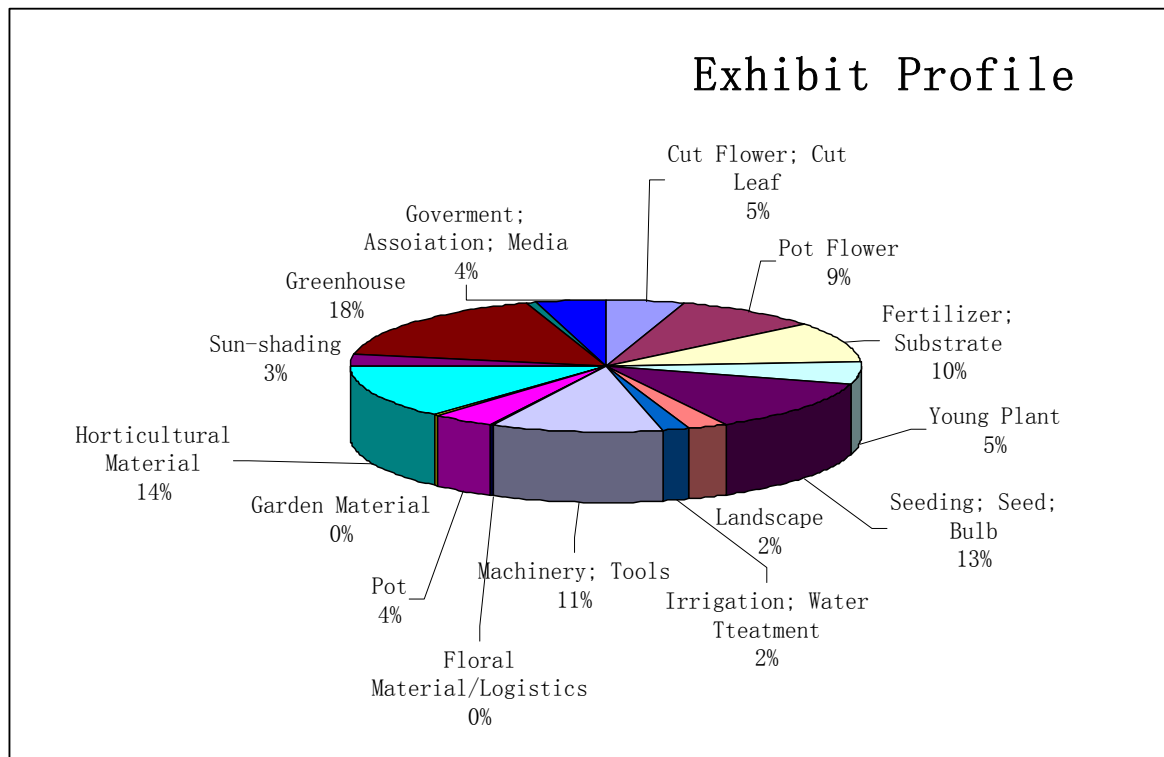
French pavilion gave prominence to flower industry in Loire to present Ernest Turc Productions' bulb, Pepinieres Coulie's Greenhouse technology, Florençaise's substrates, Sapho's small trees and shrubs, Pepinieres's hedgeplant. French pavilion's booth was superbly designed. However the only defect was they did not bring any samples. However, the whole pavilion has specially made a brochure with a hope to have more cooperation with Chinese counterparts.

Geographically speaking, as far as Chinese Mainland is concerned, exhibitors were from most provinces and regions across the country. Apart from East China, 38% domestic exhibitors were from Southern, Northern, South West, North East, North West and Middle

part of China.



Having a wide span of exhibits, **The 15<sup>th</sup> Hortiflorexpo IPM Shanghai** attracted many leading companies in Chinese horticultural, floricultural and garden field with wide range of exhibits shown as in the following chart,



Note: The above classification is based on the information provided by exhibitors on the Contract for Space. If one company deals not only pot flowers but also horticultural materials, this company will be included both in “pot flowers” and “horticultural materials”.

Some data Comparison of *the 15<sup>th</sup> Hortiflorexpo IPM Shanghai* in 2013 with *Hortiflorexpo 2011 in Shanghai*,

	2011 Hortiflorexpo	2013 Hortiflorexpo
Cut Flowers, Cut Leaf	4.4%	5.46%
Pot Flower	14.29%	10.42%
Seed, Seedling, Bulb	12.36%	14.14%
Fertilizer, Substrate	4.67%	11.17%
Horticultural Material	4.12%	15.13%
Greenhouse	15.93%	19.35%
Machinery, Tools, Irrigation	13.74%	11.91%

Due to limited venue space, we offered first-choice booths to flower and plant growers and dealers. However, we still found:

1. Even we provided priorities, the percentage of Cut Flower and Cut Leaf companies increased only by a small margin from 4.4% to 5.46%;
2. The percentage of Pot flower growers and dealers dropped from 14.29% to 10.42%;
3. Though the original percentage of Seedlings, Seed, Bulb was as high as 12.36%. For this edition, the percentage of seed, seedling, bulb producers who breed by themselves still rose to 14.14%.

What lies behind all the phenomena? We would like to draw your attention to our observations as below,

1. Less Fresh Keeping Practice in postharvest storage and transportation process of cut flowers

Compared with foreign countries, less and incomplete fresh keeping practice in postharvest storage and transportation means that the most beautiful moment or stage of cut flowers would be in the stock of dealers rather than with end users therefore cut flower consumption today is still mainly for business, wedding and funeral use. Citizens have not formed into a habit to consume flowers for daily use yet. Therefore growers and dealers of cut flowers and cut leaves are somehow reluctant to spend on the promotion of their products.

2. Homogeneous competition

Too many domestic flower companies deal with similar products, too much competition on Anthura, Bromeliad, Phalaenopsis orchid, etc., leads to lower prices and less profit.

3. Breeders which constantly introduce new products to lead industry development pay much more attention in exhibiting. Since innovation will cost lots of energy, money and time, we sincerely call for government to introduce appropriate policies and counter-measures to provide financial and policy support to help Chinese flower companies to build their own core competence as soon as possible.

Though over 80 companies failed to get a booth at the show due to short of venue space, we are pleased to see that more and more high quality horticultural material and greenhouse facility companies at the show. We have reasons to believe that in the near future Chinese floricultural and horticultural industry will boom to lead consumption with better quality and much more choices.

However, gardening machinery and tools exhibitors were 1.83% lower than that of last edition. The reasons for this may be the following,

1. The percentage here is only based on the number of gardening machinery and tool companies instead of their booth area. To tell the truth, the booth area of Gardening machinery and tool companies have been in ascendant trend in recent years.
2. More and more gardening machinery companies will not be satisfied with small booths in Area C or Area D any more. On the contrary, they are interested to take big booth in Area A instead.
3. Because of lack of satisfactory booths, MTD (USA), Spraying Systems (USA), Daye Garden, Henglin Equipment, Dalongtianhong, Dongli Power Machinery and a few others did not exhibit in **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai!**

Besides, although we have not specially marked Vertical Green and Home Garden in the Exhibit Profile Analysis, we were pleased to find that:

1. More exhibitors have realized the importance of Home Garden after the issue of “8 Rules” by the Chinese government early this year to forbid using flowers and plants in government meetings and gatherings and thus blended more Home factor into booth decoration and promotion of new products. Most of our home garden exhibitors expressed their satisfaction with **Hortiflorexpo** in their feedback.
2. With the public showing less tolerance to air pollution and more importance attached to building a “Beautiful China”, we found quite a few companies exhibited their vertical green products in **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai** to win more trade attention, for example, Caballo, Narest, Jinle, Sol, Huwang, etc.

## **2. Fringe Programs helps a lot to enrich the content of the 15th Hortiflorexpo IPM Shanghai**

Devoted to make a best **Hortiflorexpo**, we not only think much of the growth of its size, but also to the richness of its content. Targeting different niche markets, we have specially executed 11 Fringe Programs as follows,

### **1. 1<sup>st</sup> Chinese Technology and Application Research of New Garden Products and Young Plants Seminar**

**Date:** Morning of April 17, 2013 (half day)

**Venue:** Meeting Room No. 2

**Features:** **Free to attend**

It is the 1<sup>st</sup> time for us to cooperate with Old and Valuable Trees Committee of Chinese Society of Landscape Architecture, the purpose of this seminar is to introduce new application methods and management modes of different kinds of landscape plants, etc. to peers of Chinese landscape garden industry. The content included “Introduction of New Nursery Varieties and Latest Overseas Technology of Sapling, Young Plants Domestic Nursery Development Trend and New Sapling Briefing”, “Introduction of New Application Method and Culture Technology of Nursery”, etc. The half-day-seminar attracted over 150 audiences from landscape design and construction companies to participate.

2. **Sino Dutch Horticulture Seminar**

**Date:** Afternoon of April 17, 2013 (half day)

**Venue:** Meeting Room No. 9

**Free to attend**

Altogether 6 Holland companies made good use of this opportunity to release information and give speeches. 99 audiences from all over China were attracted to learn the advanced greenhouse management, climate control, root growth, flower growing, logistics technology, etc.

3. **Forum of Vertical Green and Beautiful China**

**Date:** Afternoon of April 17, 2013 (half day)

**Venue:** Meeting Room No. 8

**Free to attend**

In cooperation with Vertical Greening Academic Group of China Green Building Council and International Rooftop Landscaping Association, we invited 6 experts and entrepreneurs in this field to introduce new methods, ideas and technologies of roof greening and wall greening to help purify air, lowering PM2.5 when there is no more ground to grow plants in most Chinese cities today.

Its content includes “Vertical Planning and Ecological Civilization of Beautiful Cities”, “Researches of Roof Temperature Affected by Light Roof Greening”, “Research of Roof Covering (sward)”, “Construction Technique Research of Roof Garden of China Pavilion of Shanghai World Expo”, “Combination of Roof Garden and Commerce” and “Latest Design and Construction Technique of Roof Garden in Japan”.

Because the forum touched upon some of policy hotspots, it became the most popular programs at the show. The 120-sqm-conference room was packed with audience and Mr. Lu, Yue Xing, Party Secretary of Shanghai Landscape and Amenity Authority attended the forum.

4. **Greenhouse Equipment Forum**

**Date:** Afternoon of April 17, 2013 (half day)

**Venue:** Meeting Room No. 15

**Free to attend**

Partnered with Richland Sources, the forum was to discuss the latest new technology and new products in greenhouse and the application method of plant growing in greenhouse. 4 famous specialists and entrepreneurs were invited to give speeches on “Innovation on Internal Logistics for China Horticulture Production”, “Current Situation and Development of Home Garden”, “Greenhouse, Agricultural Production Mode Reformation, and Greenhouse Facilities and Equipment Innovation” and “Creative Value by Increasing Illumination in Your Greenhouse”, etc. Over 80 audience were attracted.

## 5. **Forum of Horticulture Therapy**

**Date:** Afternoon of April 18, 2013 (half day)

**Venue:** Meeting Room No. 9

**Theme:** Horticulture Therapy, Rehabilitation and Landscape

**Free to attend**

Partnered with Modern Landscape Architecture Magazine, we have organized Medical organizations, Rehabilitation centers, Communities gather together to discuss how to relieve pressure, rehabilitating souls through garden cultivation and by being close to nature.

Prof. Li, Shu Hua, of School of Architecture of Tsinghua University, Prof. Li, Shu He of Tianjin Agriculture University and Prof. He, Xue Qin of Inner Mongolia Agriculture won big applauses by providing lots of examples and data in their speeches on “Horticulture Therapy and Rehabilitation Landscape Design”, “The Effect of Horticulture Therapy on the Physical and Mental Health of Primary and Middle School Students” and “Horticulture Therapy in the America”.

## 6. **Home Garden Special Conference**

**Date:** Morning of April 19, 2013 (half day)

**Venue:** Meeting Room No. 9

**Free to attend**

**Theme:** Better Homes and Gardens Environmental Protection of Life--PM 2.5

After successful cooperation in **2011 Hortiflorexpo Shanghai**, this year again we cooperated with “Better Home and Garden”, a fashion magazine again to present a special conference to organize horticulture fans, villa owners, producers and dealers of home garden products face to face.

On this forum, the winner of the 4<sup>th</sup> Better Homes and Gardens Horticulture Design Competition shared their experience with all the audience. Scotts Gardening brought cultivation techniques of home plants and Shen Zhen Huanggu Roof Gardening Co Ltd shared with audience their ideas and DIY ways of how to control PM2.5.

## 7. **2<sup>nd</sup> Irrigation and Fertilization in Floricultural and Horticultural Industry Forum**

**Date:** Afternoon of April 19 (half day)

**Venue:** Meeting Room No. 2

**Free to participate**

After we cooperated with [www.zgggzx.com](http://www.zgggzx.com) to present “1<sup>st</sup> Irrigation and Fertilization in Floricultural and Horticultural Industry Forum” which was attended by over 200 professional audience in the **2011 Hortiflorexpo** in Shanghai, we cooperated with all the partners again to organize the 2<sup>nd</sup> edition during **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai**.

The forum invited many famous experts and officials in this field, among whom, Prof. Wang, Shi Ping is one of the industry leaders in Root Restriction Technology who has introduced Root Restriction Technology in Garden plant production to cause major changes in fruit trees production in both north and south China. Prof. Yao, Lei has built the 1<sup>st</sup> Aromatic Plant Research Center in China to specially contribute in international exchange in Aromatic Plants.

Always adhering to its principles, the forum organized manufacturers, dealers, owners of greenhouse and gardens together to spread new concepts and trends in international irrigation industry.

8. **Flower Arrangement Show**

**Date:** April 17-20, 2013 (3.5 days)

**Venue:** In the Atrium, outside Hortiflorexpo

**Free to attend**

Flower Arrangement Shows concurrently held with **Hortiflorexpo** is a rare chance for flower shop owners, florists and lovers to feel and learn the latest trend of flower arrangement. We cooperated with Cnfloral([www.huadian360.com](http://www.huadian360.com)) and Retail Branch of CFA to invite 12 Florists from Germany, Japan, Taiwan Province and Chinese mainland to give shows to win big applause and popularities.

9. **Council of China Flower Association (CFA) Retail Branch**

**Date:** Morning of April 16, 2013 (half day)

**Venue:** a hotel near the venue

**Free for Council Members to participate**

10. **General Assembly of China Flower Association(CFA) Retail Branch**

**Date:** Afternoon of April 16, 2013 (half day)

**Venue:** Meeting Room No. 9

**Free for Members to participate**

The Assembly is about the achievements of Retail Branch of CFA in 2012, its new development trend and direction, content of future work, etc.

11. **Seminars**

**Feature:** organized by exhibitors

**Free to attend**

Seminars are one of the best ways to help exhibitors and companies to promote their brands and new products. Apart from the above activities, **9 seminars** were arranged among which there were “Launching Ceremony of International Competition of 2014 Qing Dao World Horticulture Expo”, “Horticultural Forum of China Seaweed Fertilizer Summit”, “Introduction of Mr. Fothergill’s Packet Seeds”, “German Products for Horticulture”, “How to Realize High Quality”, etc. Most seminars won satisfactory result.

Since the first case of H7N9 found on Feb. 27, 2013 and died on March 10 in Shanghai, Shanghai's H7N9 incidences had ranked first in China. Because citizens' memories of SARS of 10 years ago were still fresh, Shanghai did become a harder hit area of H7N9 that should be avoided to enter.

Starting from middle of March, we received calls from different floracultural and horticultural companies asking about H7N9. Though we tried hard to explain that Shanghai was safe and all the kindergartens, schools, factories, companies, shopping malls in Shanghai were open normally, still some of the exhibitors insisted to quit. Just before April 15, some exhibitors quit the exhibition finally and some of the other exhibitors were hesitating whether they should risk their health or lives to come to Shanghai or not...

Thank God that eruption of H7N9 was only 1 month before the open of **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai**. Since it did not last long, its negative affect on **Hortiflorexpo** was controllable. However, we had no idea how many floracultural or horticultural growers, manufacturers or dealers on earth gave up to come to Shanghai because of H7N9. What we did know is after **Hortiflorexpo**, some of our exhibitors told us that quite a few southern customers expressly told them that they did not come to Shanghai because of H7N9. On the same time, many greenhouse exhibitors told us that they used to be really busy in receiving guests in previous editions of **Hortiflorexpo**, however for this edition, they did not see many customers, i.e., nurseries, etc.

#### *About Exhibitors' and Visitors' Services*

Besides, to better understand our Exhibitors' and Visitors' real thoughts, we dispatched Questionnaires to exhibitors and visitors in batches during the show.

The results are as follows,

##### **a. Questionnaires to Exhibitors**

Altogether we issued 400 questionnaires and recollected 348 valid ones. The results are as below,

1. 59% exhibitors were satisfied with orders onsite, 29% feels average, 9% feels poor, 3% thought this was not an objective;
2. 64% exhibitors were satisfied with making new business contact, 31% feel average, only 5% feel poor;
3. 73% exhibitors were satisfied with "to strengthen existing business contacts, 25% feel average, only 2% feel poor;
4. 77% exhibitors were satisfied with "to enhance company image", 22% feel average, 0% feels poor;
5. 71% exhibitors were satisfied with "to promote company's new products", 25% feel average, 2% feel poor;
6. 73% exhibitors were satisfied with "to know more about the position of our company in the market", 20% feel average, 2% feel poor;
7. 68% exhibitors were satisfied with visitor quality, 28% feel average, 4% feel poor;
8. 73% exhibitors were satisfied with media promotion, 23% feel average, 4%

feel poor;

9. 80% exhibitors were satisfied with Organizer's service, 15% feel average, 5% feel poor;

10. 38.4% exhibitors expressed their intention to participate in **the 17<sup>th</sup> Hortiflorexpo IPM Shanghai** in April 2015, 39% has not decided yet, only 1% exhibitors said they would not participate.

11. 78% exhibitors agreed to change **Hortiflorexpo** from a 4-day-exhibition to 3-day-exhibition. 22% did not agree.

#### **b. Questionnaires to Visitors**

Apart from Exhibitor Questionnaires, we also sent out 400 visitor questionnaires and got back 388 valid ones.

1. 96% visitors were satisfied in reaching objectives in visiting;

2. 95% visitors were satisfied in organization of **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai**;

3. 95% visitors were satisfied in quality of exhibitors;

4. 94% visitors were satisfied in scale of **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai**;

5. 94% visitors were satisfied in onsite service;

6. 89% visitors were satisfied in promotion of **the 15<sup>th</sup> Hortiflorexpo IPM Shanghai**;

7. 74% visitors express their willingness to be an exhibitor in the future;

8. 86% visitors express their willingness to visit **Hortiflorexpo** in the future;

9. 87% visitors said they would recommend **Hortiflorexpo** to others.

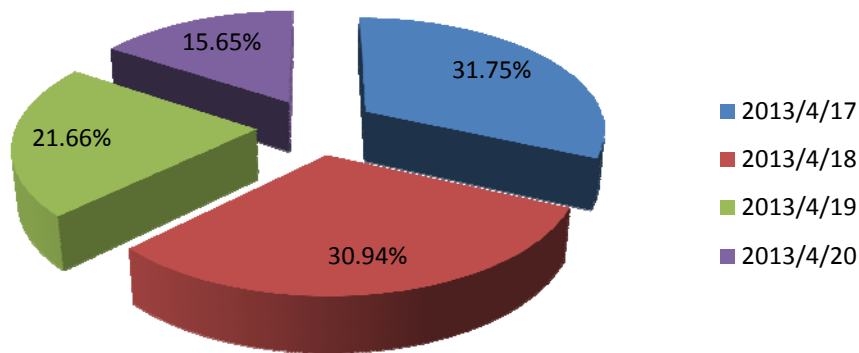
#### **Visitor Analysis**

**The 15<sup>th</sup> Hortiflorexpo IPM Shanghai** altogether attracted 18882 visitors in floricultural, horticultural, garden field from home and abroad. The total number of foreign visitors was 433 from 52 different countries and regions (including Hong Kong SAR, Macau SAR and Taiwan Province).

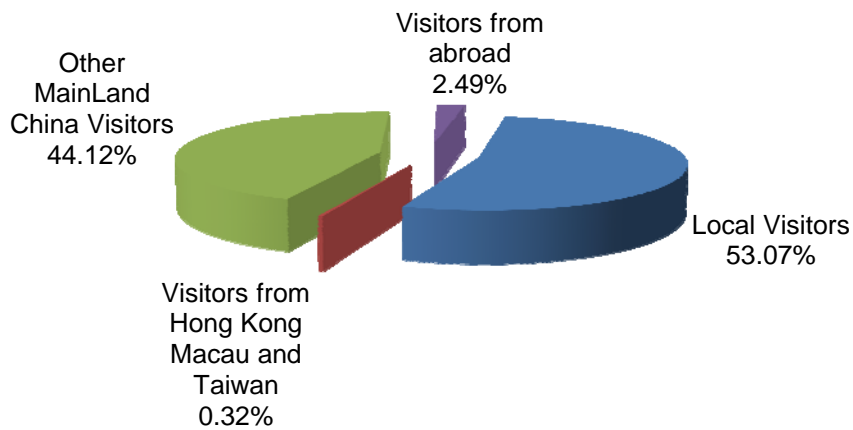
To make it easier for professional visitors, we optimized the pre-registration function on our official website of [www.hortiflorexpo.com](http://www.hortiflorexpo.com) and promoted the website through lots of different channels. According to the statistics made after **Hortiflorexpo**, we found there were **2649** visitors made use of website to **pre-register**1 (153 in 2011 and 522 in 2009). We firmly believe, with the promotion of [www.hortiflorexpo.com](http://www.hortiflorexpo.com), more and more visitors will experience the conveniency and efficeince of the online pre-registration in the future.

#### **A. The arrival situation of everyday:**

<b>Data</b>	<b>Total arrive times</b>	<b>Total arrive visitors</b>	<b>Total New arrive visitors</b>	<b>Percentage of new arrive</b>
2013-4-17	10060	6632	6632	100.00%
2013-4-18	8534	6462	5652	87.47%
2013-4-19	6380	4523	3805	84.13%
2013-4-20	3643	3268	2793	85.47%
<b>Total</b>	<b>28617</b>	<b>20885</b>	<b>18882</b>	<b>90.41%</b>

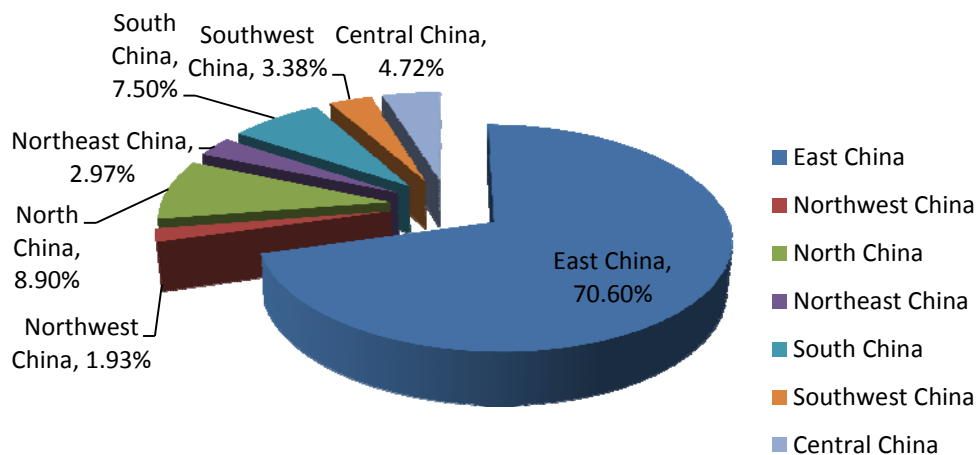


**B. The source of the visitors' region:**



**C. The classified statistic of the visitors' area (not including local visitors):**

The diagram indicates regional distribution of visitors. Local visitors proportion of the total visitors is 53.07%, without local visitors, the regional proportion is as follows: Visitors coming from East China account for 70.60% of the total. For the others: North China 8.90%, South China 7.50%. Northeast China 2.97%, Central China 4.72%, Northwest China 1.93%, Southwest China 3.38%.



**D. Provinces analysis (not include local visitors, Hong Kong SAR, Macau and Taiwan Province):**

Area	Province	Relative Number	Relative Percentage
<b>Northeast China</b>			
	Liaoning	152	2.23%
	Heilongjiang	27	0.40%
	Jilin	23	0.34%
	<b>Subtotal</b>	<b>202</b>	<b>2.97%</b>
<b>North China</b>			
	Beijing	276	4.06%
	Hebei	148	2.18%
	Tianjin	97	1.43%
	Shanxi	54	0.79%
	Inner mongolia	30	0.44%
	<b>Subtotal</b>	<b>605</b>	<b>8.90%</b>
<b>East China</b>			
	Jiangsu	2131	31.34%
	Zhejiang	1844	27.11%
	Shandong	462	6.80%
	Anhui	163	2.40%
	Fujian	152	2.24%
	Jiangxi	48	0.71%
	<b>Subtotal</b>	<b>4800</b>	<b>70.60%</b>
<b>South China</b>			
	Guangdong	474	6.97%
	Guangxi	20	0.29%
	Hainan	16	0.24%
	<b>Subtotal</b>	<b>510</b>	<b>7.50%</b>
<b>Central China</b>			
	Henan	176	2.58%
	Hubei	97	1.43%
	Hunan	48	0.71%
	<b>Subtotal</b>	<b>321</b>	<b>4.72%</b>
<b>Northwest China</b>			
	Shaanxi	64	0.95%
	Xinjiang	30	0.44%
	Gansu	20	0.29%
	Ningxia	10	0.15%
	Qinghai	7	0.10%
	<b>Subtotal</b>	<b>131</b>	<b>1.93%</b>
<b>Southwest China</b>			
	Sichuan	104	1.53%
	Yunnan	59	0.87%
	Chongqing	45	0.66%
	Guizhou	21	0.31%
	Tibet	1	0.01%
	<b>Subtotal</b>	<b>230</b>	<b>3.38%</b>
<b>Total</b>		<b>6799</b>	<b>100.00%</b>

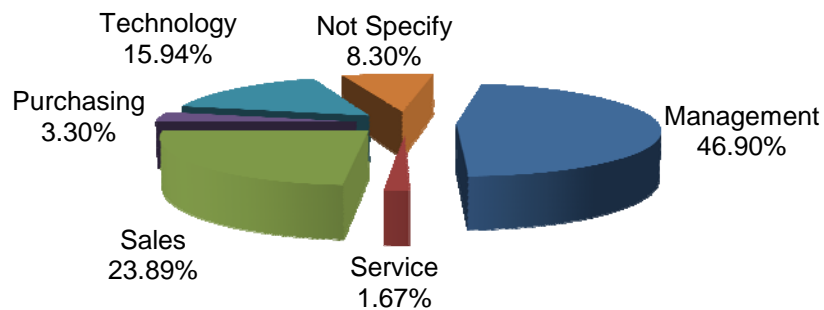
**E. Analysis of country and area:**

Area	Country/Area	Relative Number	Relative Percentage	Country/Area Number
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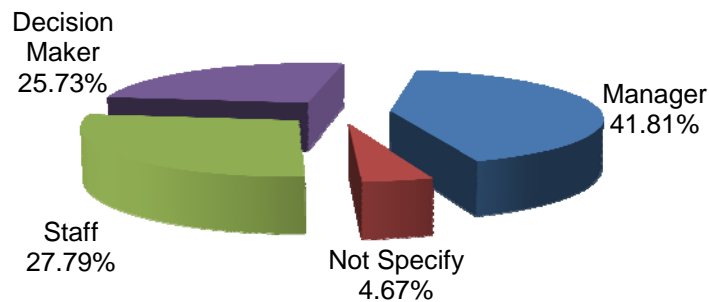
<b>North America</b>			
USA	16	3.70%	
Canada	3	0.69%	
<b>Subtotal</b>	<b>19</b>	<b>4.39%</b>	<b>2</b>
<b>Oceania</b>			
Australia	8	1.85%	
New Zealand	7	1.62%	
<b>Subtotal</b>	<b>15</b>	<b>3.47%</b>	<b>2</b>
<b>Africa</b>			
Egypt	1	0.23%	
Morocco	1	0.23%	
South Africa	1	0.23%	
<b>Subtotal</b>	<b>3</b>	<b>0.69%</b>	<b>3</b>
<b>South America</b>			
Mexico	6	1.39%	
Ecuador	4	0.92%	
Brazil	4	0.92%	
Argentina	1	0.23%	
<b>Subtotal</b>	<b>15</b>	<b>3.46%</b>	<b>4</b>
<b>Europe</b>			
Turkey	34	7.85%	
Russia	27	6.24%	
Netherlands	16	3.70%	
Italy	10	2.31%	
Germany	8	1.85%	
Poland	5	1.15%	
Denmark	3	0.69%	
Romania	3	0.69%	
Switzerland	2	0.46%	
France	1	0.23%	
Portugal	1	0.23%	
Sweden	1	0.23%	
Hungary	1	0.23%	
United Kingdom	1	0.23%	
Slovak Republic	1	0.23%	
Spain	1	0.23%	
<b>Subtotal</b>	<b>115</b>	<b>26.55%</b>	<b>16</b>
<b>Asia</b>			
Korea	61	14.09%	
India	43	9.93%	
Japan	38	8.78%	
Thailand	15	3.46%	
Pakistan	12	2.77%	
Singapore	8	1.85%	
Indonesia	5	1.15%	
Malaysia	4	0.92%	
Mongolia	4	0.92%	
Kuwait	4	0.92%	
Vietnam	4	0.92%	
Uzbekistan	3	0.69%	
Bangladesh	3	0.69%	
Philippines	2	0.46%	
Brunei Darussalam	2	0.46%	
Jordan	2	0.46%	

Qatar	1	0.23%	
Kazakhstan	1	0.23%	
Sri Lanka	1	0.23%	
Azerbaijan	1	0.23%	
Israel	1	0.23%	
United Arab Emirates	1	0.23%	
<b>Subtotal</b>	<b>216</b>	<b>49.85%</b>	<b>22</b>
<b>Hong Kong Macau and Taiwan</b>			
Taiwan China	36	8.31%	
Hong Kong China	13	3.00%	
Macau China	1	0.23%	
<b>Subtotal</b>	<b>50</b>	<b>11.54%</b>	<b>3</b>
<b>Total</b>	<b>433</b>	<b>100.00%</b>	<b>52</b>

## F. Analysis of Titles & Departments of Visitors Classified Statistics of the Visitors' Department

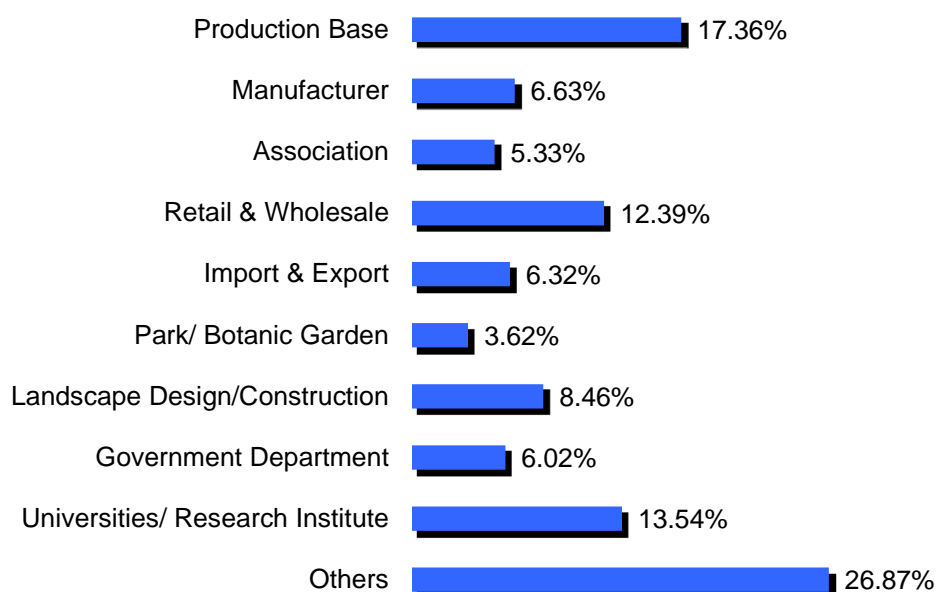


## Classified Statistic of the Visitors' Position



## G. Analysis of Questionnaires Filled Out by Visitors (on site):

## 1) Nature of your business:

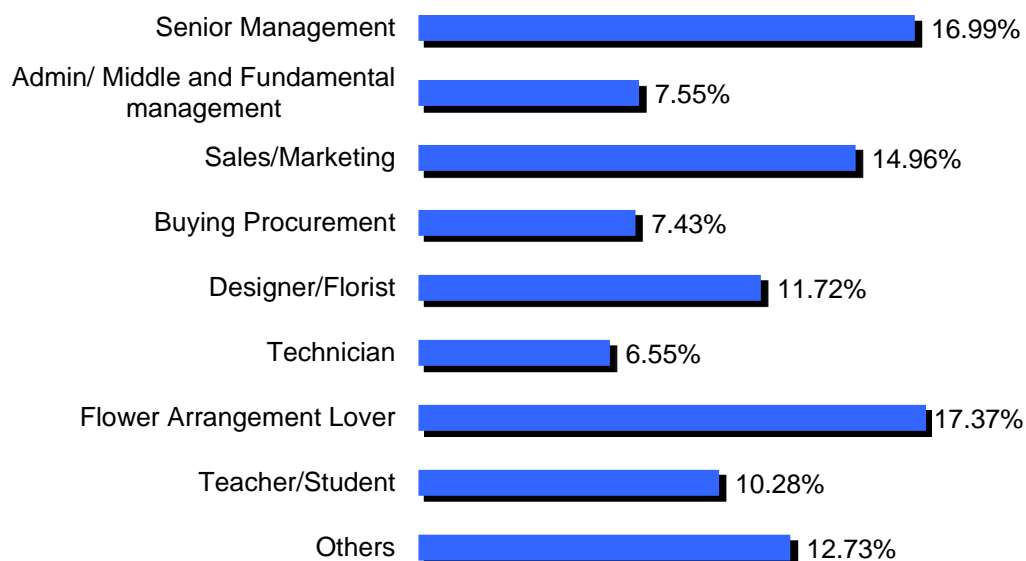


The following is the detailed data:

Item	Number	Percentage
Production Base	2372	17.36%
Manufacturer	906	6.63%
Association	728	5.33%
Retail & Wholesale	1693	12.39%
Import & Export	863	6.32%
Park/ Botanic Garden	495	3.62%
Landscape Design/Construction	1156	8.46%
Government Department	822	6.02%
Universities/ Research Institute	1850	13.54%
Others	3671	26.87%
<b>Total</b>	<b>14556</b>	<b>106.54%</b>

- The total number of visitors for this survey is 13746, of which 13660 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

## 2) What function do you perform within your company:

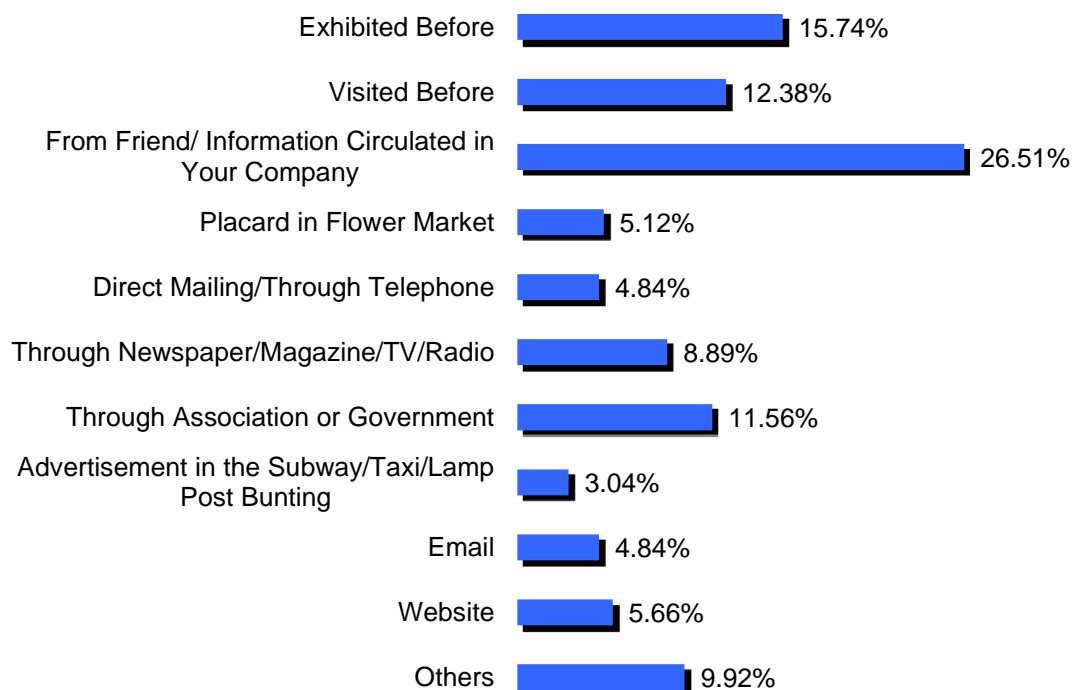


The following is the detailed data:

Item	Number	Percentage
Senior Management	2064	16.99%
Admin/ Middle and Fundamental management	917	7.55%
Sales/Marketing	1817	14.96%
Buying Procurement	902	7.43%
Designer/Florist	1424	11.72%
Technician	795	6.55%
Flower Arrangement Lover	2110	17.37%
Teacher/Student	1248	10.28%
Others	1546	12.73%
<b>Total</b>	<b>12823</b>	<b>105.58%</b>

- The total number of visitors for this survey is 13746, of which 12145 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

### 3) How Do You Know the 15<sup>th</sup> Hortifloorexpo IPM Shanghai:

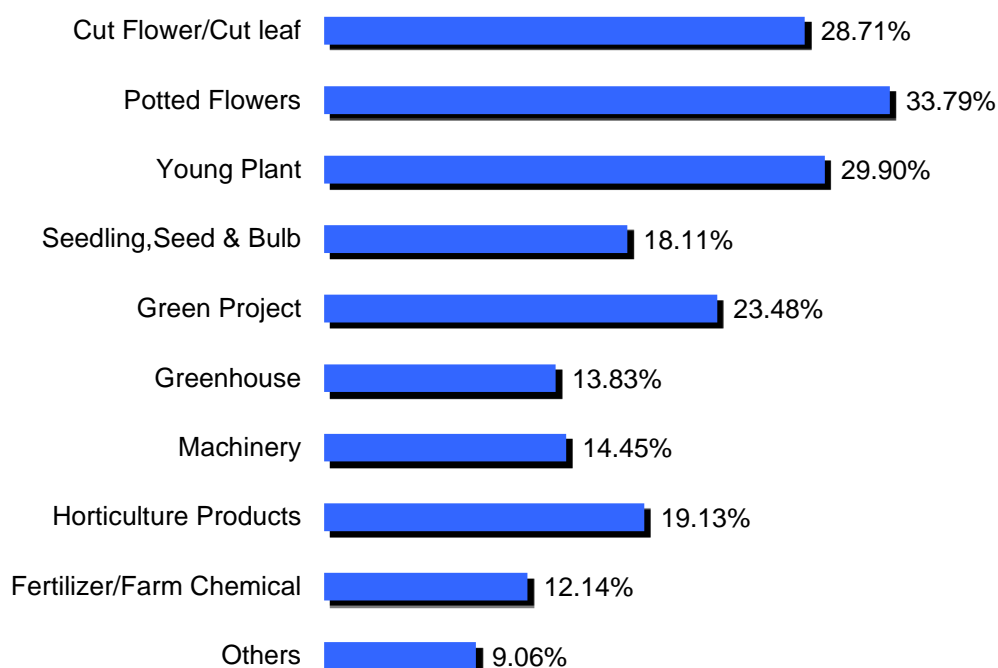


The following is the detailed data:

Item	Number	Percentage
Exhibited Before	1881	15.74%
Visited Before	1480	12.38%
From Friend/ Information Circulated in Your Company	3168	26.51%
Placard in Flower Market	612	5.12%
Direct Mailing/Through Telephone	579	4.84%
Through Newspaper/Magazine/TV/Radio	1062	8.89%
Through Association or Government	1382	11.56%
Advertisement in the Subway/Taxi/Lamp Post Bunting	363	3.04%
Email	578	4.84%
Website	676	5.66%
Others	1186	9.92%
<b>Total</b>	<b>12967</b>	<b>108.50%</b>

- The total number of visitors for this survey is 13746 of which 11952 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

#### 4) What Products Are You Interested in:



The following is the detailed data:

Item	Number	Percentage
Cut Flower/Cut leaf	3454	28.71%
Potted Flowers	4065	33.79%
Young Plant	3597	29.90%
Seedling ,Seed & Bulb	2179	18.11%
Green Project	2825	23.48%
Greenhouse	1664	13.83%
Machinery	1738	14.45%
Horticulture Products	2301	19.13%
Fertilizer/Farm Chemical	1460	12.14%
Others	1090	9.06%
<b>Total</b>	<b>24373</b>	<b>202.60%</b>

- The total number of visitors for this survey is 13746, of which 12029 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

## 5) Purpose of Your Visit:



The following is the detailed data:

Item	Number	Percentage
Collect Market and Product Information	5794	53.20%
Cultivate Existing Business Contacts	940	8.63%
To Find New Suppliers	1748	16.05%
Conduct Purchases at the fair	1493	13.71%
Prepare Purchasing Decisions	1370	12.58%
To Find Cooperation or Joint Venture Partner	773	7.10%
To Consult with Agents & Retailers	844	7.75%
To Appraise For Future Participation	934	8.58%
<b>Total</b>	<b>13896</b>	<b>127.60%</b>

- The total number of visitors for this survey is 13746, of which 10892 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

We believe that, to make careful and detailed analysis will be important for improving the quality of **The 17<sup>th</sup> Hortiflorexpo IPM Shanghai** in 2015.

In conclusion, we will take every measure and step to improve our services to our exhibitors and visitors and to ensure **The 17<sup>th</sup> Hortiflorexpo IPM Shanghai** will be bigger and better. If you have any inquiries please do not hesitate to contact with us. We hope to see you all back in the 17<sup>th</sup> Hortiflorexpo IPM Shanghai in 2015.

Catherine Cui

Exhibition Director

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## the 15<sup>th</sup> Hortifloorexpo IPM Shanghai

April 17-20, 2013

Shanghai World Expo Exhibition and Convention Center

### Comments and Suggestions

As an experts and insiders of this industry, we need to know your ideas and your needs for us to improve **Hortifloorexpo IPM Shanghai** to better serve you and this industry. We really appreciate your time and efforts in fulfilling the following form and sending it back to us in advance.

Items	Needs and Suggestions
Which companies or buyers would you want us to invite to the exhibition? Or through which channels?	
Which Media would you recommend to us? What kind of promotion do you think is effective?	
Which activities or conference would you want us to organize?	
Which companies would you want us to contact and to recruit to be our exhibitors?	
What are your needs for our onsite services?	
Others	

Company			
Name		Position	
Tel		Fax	
Email		Website	

Please fax this form to **Intex Shanghai** at +8621-62780038 or you are welcomed to contact with us through [cuilin@intex-sh.com](mailto:cuilin@intex-sh.com)