Poznan, 27 November 2023

**Gardenia 2023 is behind us**

**– the universal garden bloomed in November**

**On November 23-25, 2023, the most important meeting of the horticultural industry in Poland took place in Poznań - the Gardenia, International Garden and Landscape Architecture Fair. Once again, the capital of Greater Poland bloomed with all shades of green. New products and a rich offer of exhibitors announce that the next year will be a time of innovation, new technologies and awareness for gardening that both professionals and consumers strive for ubiquitous, practical, ecological and conscious greenery.**

**Universal Garden 2024**

This year's edition of the Gardenia Fair was held under the slogan "Universal Garden", understood as the current need, or rather necessity, to design greenery in every space and in many different contexts. The exhibition and program of events covered the issues of urban green areas, gardens on various scales, balconies and container plantings, potted plants, and floristics in business and private spaces. "Universal", i.e. one that suits every person and every space, and additionally has the dimension of conscious design in line with the spirit of the times: ecological, minimalist, practical. The issues that strongly engaged the Fair participants included the protection and care of trees, grasses - a must have in modern designs, the lawn as an element of the garden requiring special reflection nowadays, automation, exotic plants and the hit of this and next season: garden kitchens.

**The Gold Medal is a barometer of trends**

In the competition for the Gold Medal of the Gardenia Fair, 9 product innovations were awarded, one of which has definitely stood out as the novelty of recent months, i.e. the QGESTO garden kitchen. The product was additionally honored with the Gold Medal Consumers' Choice award, as it was very positively received by the public and received the most votes in the said plebiscite. Another strong point for the upcoming season are peat-free and universal substrates, automatic mowing robots - still highly sought after by consumers - and interesting landscaping solutions, such as a hybrid of a garden table with swings instead of traditional seats.

The full list of awarded products is available >[HERE](https://targigardenia.pl/pl/aktualnosci/zlote-medale-targow-gardenia-2023-przyznane/)<.

**Stabilization in the industry**

This year's Gardenia included pavilions 5 and 6 and pavilion 10, where the two-day Urban Garden Art conference was held. The exhibition area occupied a comparable area - with a slight increase - compared to last year, and its increase was largely due to the increased interest in exhibitions on the part of horticultural farms and new companies. The exhibitors included nearly 300 companies, which is a 9% increase compared to the 2022 edition. The exhibition included 240 Polish and 55 foreign companies from countries such as Belgium, France, the Netherlands, India, Latvia, Germany and China, which - not participating in the previous edition - this time they presented 18 companies. This year, 66 new companies joined the exhibitors with a total area of ​​1,124 m2, including plant nurseries (e.g. BRUNS, the German market leader), machines and tools, garden architecture and Dutch manufacturers. A clear downward trend was recorded in the fertilizer sector, which occupied a smaller area in the current edition.

The exhibition enjoyed similar interest from visitors, which shows a slight increase compared to last year. Gardenia was visited by 12,495 guests, also from abroad: Austria, Belarus, the Czech Republic, China, Germany, Estonia, Finland, the Netherlands, Latvia, Lithuania, Hungary, Moldova and Norway, including approximately 30 participants of the Hosted Buyers program. The presence of foreign visitors is a great potential, which the Organizer tries to increase every year. These activities are aimed at high-quality visits, especially from decision-makers in enterprises and industry associations. The Gardenia Fair was again visited by representatives of the Polish Association of Garden Centers, who gathered at the General Meeting and participated in the program of events on the first and second day of the fair, assessing both the substantive program and the exhibition very positively.

**Greenery at the vanguard of gardening**

Despite the unfavorable season, the greenery presented in the nursery part of the exhibition was extremely impressive, and its area was approximately 20% larger than in the previous edition. Visitors could admire specimens of both large forms - avenue trees, impressive rhododendrons and pines, through bonsai-style garden trees, to seedlings of ornamental and fruit plants. The great interest of both Polish and foreign guests proves the high quality of Polish plant production and gives rise to an optimistic outlook on the future of this sector. The return of nursery leaders was welcomed with joy, including: Ważyńscy Nurseries and Szmit Nurseries. “After several more difficult editions, we can now say with a clear conscience that the nurseries have returned to Gardenia. We are aware that it is not an easy date for them, but we greatly appreciate their ability to organize farm work so perfectly and such impressive exhibitions. The presence of plant nurseries is a reason for us to be proud and it brings back the roots of Gardenia, which gives us extraordinary motivation," says Paulina Maniecka, director of the GARDENIA project.

**Intensive program of events**

In the program of events of the past Gardenia, every sector of gardening and related fields found interesting points. As part of the fourth edition of the Landscape Arena, fair guests could see lectures by top British greenery designers, including: Emma Tipping, Zoe Claymore, Gavin McWilliam, Helen Elks Smith and Charlotte Rowe. Traditionally, there were also Polish experts, including Joanna Rayss, Dawid Słowiński and garden plant cutting workshops performed by the Byczkowscy School and Zielony Fryzjer. An additional treat for visitors were Saturday's meetings with Katarzyna Bellingham, Marta Szyc and Alicja Maj. As part of the 17th Edition of the Urban Garden Art Conference, presentations by specialists in the field of urban greenery were listened to within two thematic blocks. They performed, among others: Andrzej Gąsiorowski, Marta Safader-Domańska, Katarzyna Kobierska, Karol Podyma and Łukasz Pawlik.

The Speakers' Corner in Pavilion 5 was full of fruitful discussions and engaging lectures, the most important of which was certainly the debate on the problems of trees in cities organized by the Federation of Polish Arborists, which was very well attended, and interest of the listeners, as well as advice from gardening experts: Sylwia Hennek ("5 mistakes that kill your exotic plants"), Bogdan Kasperski ("The ecological garden is my kitchen, pantry, pharmacy and flower shop."). Managers in the horticultural industry could also listen to lectures by Piotr Chmielowiec (ICL) and Dr. Ryszard Łukowicz (Aviser): work optimization or modern irrigation in nurseries, as well as sales and management specialists: Sylwia Piskulska and Karolina Oleksa-Marewska.

Other interesting spaces permanently included in the "landscape" of Gardenia were the stands of the National Association of Garden Creators, with the best projects of students in the nspirations&Arrangements and Green Education competitions, as well as the stand of the University of Life Sciences - lectures and workshops, design and plant consulting (Plant Doctor).

**Decorative and floral inspirations**

As announced, the end of November actually sparkled with the colors of thousands of flowers and plants, and masterful floristry once again appeared on the main stage. The decoration and cut flowers sector resented Christmas, wedding and color trends for the next season. Despite the November weather, the stands were full of colors and lushly blooming plants. “We were very pleased that despite the cold season - this year the first snow fell exactly in Gardenia - the floristry masters prepared a show of their artistic skills worthy of the peak of the season. Their presentations, as always, reliably attracted an audience eager for the latest inspiration and industry news.” – continues Paulina Maniecka. Among the performers, we had the pleasure of seeing titled Polish florists, including: Małgorzata Szwagiel, Zbigniew Dziwulski, Joanna Kiedacz, Piotr Sekunda, Monika Bębenek, Katarzyna Greta Grondkowska, Piotr Salachna, Anna Wawrzyniak, Tomasz Iwanow, Rafał Kawałko and Mirosław Drohomirecki. An interesting fact was the ingenious show of the Association of Polish Florists entitled "What if the film was a bouquet?" – which was very reminiscent of the Oscars gala, and the florists taking part in the show not only presented their fanciful and well-thought-out bouquets, but also surprised us with their own styles. Visitors were also treated to a minimalist, ultiplicative inspiration zone (PlanB and Maciej Krzus), presenting solutions and ideas for use in the business space - Model Flower Shop 2024. Another, equally interesting zone was an exhibition of decorative and floristic photography created by Magda Wasiczek - a renowned Polish photographer, Belldeco and florists Maria Sarnowska and Ewa Bugaj.

**Optimistic for the next season**

As every year, the buzz of the pavilions included new business and partnership relationships, and the existing ones had the opportunity to flourish again. A difficult year for horticulture - both in terms of economy and personnel, as well as the most prosaic but no less important one, i.e. weather, was closed with moderate optimism "coming out of the corner". Still without enthusiasm, but with great faith that the next season will be more predictable and stable than the last three years have made us accustomed to. With a huge dose of conclusions after the last season, we are entering the next period of preparation for spring. We believe that the talks held during Gardenia will bear double fruit and next year we will meet in an atmosphere of success.

and positive market trends.