

### **13-15 FEBRUARY 2020**



Międzynarodowe Targi Poznańskie <sup>MTP Poznań Expo</sup>



IN THE HORTICULTURAL INDUSTRY

EVENT

THEME OF 2020 EDITION INNOVATIONS IN THE GARDEN

# TRENDS INSPIRATIONS KNOWLEDGE

www.targigardenia.pl

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### INDOOR EXHIBITION IN POLAND

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- \*Nearly 500 exhibitors
- 25.000 m<sup>2</sup> of exhibition space
- 🚷 100 market innovations
- 98 participants of the Hosted Buyers programme
- 15 winners of the MTP Gold Medal competition
- 🛞 4 plants awarded in the

**GARDENIA GRAND PRIX Competition** 

#### **GROUPS OF VISITORS TO THE GARDENIA FAIR**



















leading garden centres

management of municipal greenery authorities

garden wholesale companies

managing staff of the largest DIY retail chains

owners of garden nurseries and farms

garden creation and maintenance companies

schools and universities offering courses in horticulture

landscape architects

Presentation of products from all Horticultural sectors

The most comprehensive range of horticultural products for professionals and hobbyists

\*The data applies to the block of Fairs: GARDENIA, SPECIAL DAYS, SPORT INVEST 2019



## NEW PRODU CTS IN 2020

Refreshed formula of the event

Show and inspiration islands Demonstration and show zone: sport, leisure and child in the garden

Big live barbecue conducted by a TV star

Journalists' tour of nurseries and companies awarded in the MTP Gold Medal and Grand Prix Gardenia competitions.



### H O S T E D BUYERS

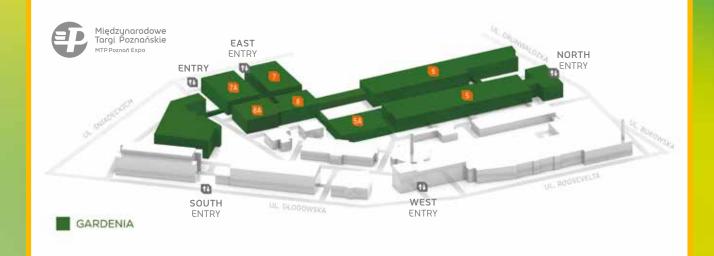
Exhibitors can take part in pre-arranged business meetings with sales managers, traders, purchase managers, owners of gardening centres, DIY retail networks, garden wholesale companies and nurseries from the East (Russia, Belarus, Ukraine), Western Europe (Germany, France, Spain, the Netherlands, Belgium), Scandinavian countries (Denmark, Sweden), as well as the Czech Republic, Slovenia, Slovakia, Austria, and Hungary.

#### AS PART OF THE PROGRAMME WE PROVIDE:

Flight and hotel accommodation

Programme tailored to your business profile Transportation to and from the fairgrounds

Match-making meetings





# **MTP GOLD** MEDA

#### is within your reach! Reach for prestige and additional benefits!

Do you have in your portfolio innovative solutions for the horticultural industry made based on the highest technologies and unique recipes that beat the quality of competition? Use the benefits of the prestigious MTP Gold Medal award and increase your promotional activity for your business.

95% competition participants uses the awards won in their promotional activities!

55% competition participants declares an increase in the sale of the awarded products.

### **GARDENIA GRAND PRIX COMPETITION**

for plant growers

### The deadline for submitting applications is 31 October.

GARDENIA

### Ask for a promotional offer!

Contact us: gardenia@grupamtp.pl



GRUPA

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We belong to:







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