

Iberflora

 *New generation*



Passion for green

2022

4-6 October // València (Spain)

Organiza:



FERIA
VALENCIA

Coincidiendo con:



EUROBRICO
FERIA INTERNACIONAL DEL BRICOLAJE
INTERNATIONAL DIY SHOW

ecofira.

efiaqua.

Iberflora

❖ *New generation*

Iberflora - New Generation is the strategic plan that will create **the Iberflora of the future**: a unique, experiential and very dynamic event.

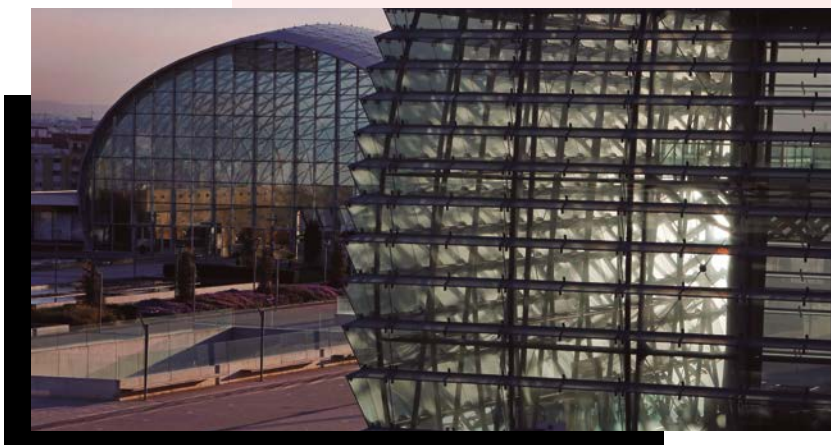
A fresh **concept for a trade fair** that will combine business, education, entertainment, and networking and will consolidate Iberflora as southern Europe's foremost fair for ornamental plants, flowers, gardening and landscaping.



❖ A place to work

❖ A place to learn

❖ A place to enjoy



Comprehensive offering *from the industry*



The **entire offering from the world of horticulture** will be at Iberflora: Flowers and plants, gardening, arboriculture, landscaping, horticultural technology, garden DIY, decor, gifts... The only one missing is you!

A perfect balance between **leisure and business**



A trade fair is more than a workspace. Iberflora will therefore be creating relaxation and networking spaces in each of its halls for you to share with colleagues, friends and customers.

*Everything that's **new** and a lot of **surprises***



Keep an eye on Iberflora's social media channels! **This edition of the fair is set to be different**, so look out for ongoing announcements about activities, spaces and companies and people playing leading parts in the show.

*Your experience at
Iberflora is sure to
be memorable!*

Exhibitor profile

The full offering from **Spanish and international** suppliers will be on show at Iberflora 2022, covering all these areas:

❖ **Flowers and plants**

Nurseries and growers of indoor, outdoor and seasonal plants

❖ **Gardening, arboriculture and landscaping**

Projects, maintenance, sustainability, services

❖ **Production technology**

Machinery, greenhouses, irrigation, air conditioning, logistics, new technologies

❖ **Garden DIY**

Suppliers to garden centres, retailers and major multiple retailers

❖ **Floristry**

Cut and artificial flowers, paper, tools, accessories, decorative items and gifts



Josep Maria Pagès

General secretary, ENA (European Nurserystock Association)

'In the same way that in my personal life I spend Christmas at home, in my professional life I must go to Iberflora every year. As a specialist, it is important that I get a direct measure of the industry, see what is going on, what new companies are exhibiting and what new products are being launched.'

The combined offering at Iberflora, Eurobrico, Ecofira and Efiagua will take up:

**+ 60,000 m2
of exhibition
space**

**+1,100
companies
represented**



Luis Marín

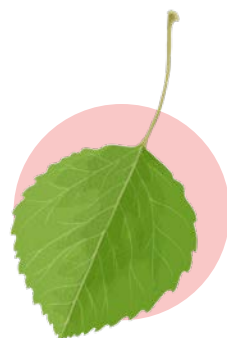
Manager, Andalusian Association of Nurseries and Flower Growers (Asociaflor)

'The effort the organisers of the fair are making to offer an optimum framework every year for professionals in the industry to meet and forge relationships is something we should all be very thankful for. Personally, I think that the fact that Iberflora opens its doors every year deserves a round of applause and our gratitude – even more so when you consider that innovative initiatives are introduced each time.'

Visitor profile

The full spectrum of purchasing power visits Iberflora every year:

- ❖ Garden centres, nurseries, producers and sales staff
- ❖ Public and private landscaping and gardening providers
- ❖ Florists, gift shops and event organisers
- ❖ Medium-sized and major multiple retailers
- ❖ Agricultural shops, cooperatives, and machinery
- ❖ Wholesalers, corner shops and thrift stores
- ❖ Distributors of agricultural technology and machinery
- ❖ Ironmongers/DIY stores
- ❖ Online sellers and the medicinal cannabis sector
- ❖ Visitors to our themed and demonstration zones
- ❖ Green space design, service and maintenance companies



Josep Maria Pitarque
Manager, Aliat Grup

'Iberflora has become the leading fair for the industry in Spain. it is an unmissable event for garden entre owners. It gives us the opportunity to see suppliers' new products at first hand and bring ourselves up to speed with the latest trends. Iberflora is on trend!'



Yciar Beltrán
General manager, Fronda

'The sector needs to take gigantic steps forward to bring itself into step with our customers, who are increasingly knowledgeable and keen for us to bring them new trends and provide everything they need. As professionals, it is our responsibility to do that. Iberflora has in that regard changed its format over the last few years and we hope that the upcoming 2022 show will surprise us yet again.'

+ 30,000
brands

+ 13,000
accredited
Spanish and
international
visitors



Learn at Iberflora, enjoy Iberflora



Don't miss
Noche+Verde!

Business, education, **entertainment and networking** are set to come together in a perfect combination at Iberflora – New Generation

+ themed spaces: urban vegetable gardens, exterior decor, landscaping, floral competitions and much more! Enjoy the recreation zones, the competitions and the food and drink spaces.

+ networking Keep in touch with colleagues, customers, influencers and experts.

+ education Learn something new in the trends, new products, lecture and workshop zones.



Sara Magraner
@botanic_mamma

'Iberflora is the perfect event for seeing what is going on in the world of plants at first-hand. From production, families of plants, curiosities and getting ready to sell. Plus, there are always new varieties and products to see that become the trends of the year. As a content creator, that definitely helps me be a step ahead. If we have the content before the customer, we can educate and inform them.'



Ester Casanovas
Author, "Picarona" blog

'Iberflora is the best showcase there is for the industry in Spain. As a blogger and influencer, visiting the fair gives me the opportunity to see all the latest innovations and plan my content months ahead. A visit is an absolute must for anyone dedicated to the world of gardening.'

*Keep up to speed
with the programme
with the Iberflora app!*

Iberflora in the media

Iberflora is the year's most popular event with the media.

+50 accredited journalists from across the general and specialist media

+100 mentions in the Spanish and international **media.**

Iberflora also attracts the leading **influencers from the world of plants and gardens** every year, who come and spend the 3 days of the fair meeting the brands exhibiting and seeing the new products.



❖ **+30,000 visits to the official website each month**

❖ **+13,000 users**

❖ **+13,000 followers on social media**



Rafa Brines
Director, Guía Verde

'Iberflora is the one unmissable event for specialist media like us; it enables us to get a feel for the entire industry and see the companies' new products and trends at first hand as well gaining an insight into the whole horticulture sector value chain's expectations as to what the future holds. What is going on at Feria Valencia holds our full attention for the whole three days of the fair.'



Alberto Bolós
Director, Garden Magazine

"Iberflora has endured challenging times but has recovered – proof of its determined commitment to the horticulture industry."

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