

Iberflora



New generation



Passion for green

2023

3-5 October // València (Spain)



IBERFLORA
FERIA INTERNACIONAL DE PLANTA Y FLOR,
PAISAJISMO, TECNOLOGÍA Y BRICOJARDÍN



Iberflora

 *New generation*

Iberflora is the **major trade event for the “green” industry in Europe** and a benchmark among gardening trade fairs, bringing together the largest range of plants, flowers, landscaping, gardening, technology and garden DIY exhibitors.

The fair is attended by **thousands of Spanish and international trade visitors** and **features technical seminars, product demonstrations, awards** and much more.






New generation


Is about?

Iberflora - New Generation is the three-year **strategic plan** (2022-2024) to create **an Iberflora that meets the challenges of the future** to be a unique, experience-based, vibrant event that brings together the entire “green” industry.

Iberflora has it all **business, training, entertainment and networking**, consolidating the event as the leading southern European trade fair for ornamental plants, flowers, gardeni ng and landscaping.

 **A place to work**

 **A place to learn**

 **A place to enjoy**

The cornerstones of Iberflora - New Generation

The entire “green” industry

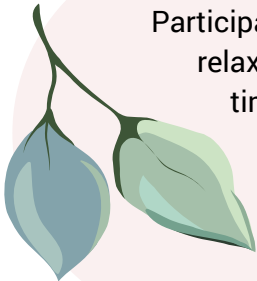
Iberflora is home to **everything the “green world” has to offer**: plants and flowers, gardening, arboriculture, landscaping, horticultural technology, garden DIY, decoration, gifts and lots more.
The only thing missing is you!

*New activities
and spaces for
an unforgettable
experience*



The perfect leisure-business balance

Participating in a trade fair is demanding. That’s why Iberflora has created relaxation and networking spaces in all the pavilions so you can spend time and share experiences with colleagues, friends and customers.



Sustainability, our main focus

Iberflora puts sustainability first, committing to and being part of the change and the solution.

Iberflora 2023 spaces

Urban green spaces

A meeting place with ideas for sustainable, green and resilient cities, providing solutions that dovetail with the 2030 Agenda's Sustainable Development Goals.

This space will be promoting the renaturation and improvement of green infrastructure in a very important year for the city of Valencia, which is gearing up to European Green Capital 2024.

 Activities

 Conferences

 Round tables

 Large exhibition area

A universe of flowers

This concept takes in the traditional physical sales channel and companies that organise major events where flowers play a central role, as well as garden centres and online sales channels.

 New products

 Training

 Networking

 Exhibition area



In addition, Spanish schools, guilds and associations will be showcasing their spectacular floral artwork to wow visitors!

Green Contract for HORECA



More and more cafés, restaurants and hotels are including green features in their facilities and giving them pride of place. This space will be showcasing the latest trends and developments in this new business niche.



Home Inspiration / Greenfluencers

Can you imagine a kitchen with a vegetable garden? Shelves full of aromatic herbs, a patio with plants and everything you need to have fun... Here you will find a small sample of a green-filled kitchen, where there will also be a Greenfluencer space. All the sector's influencers will be on hand, working and sharing experiences with visitors.



Mediterranean Break

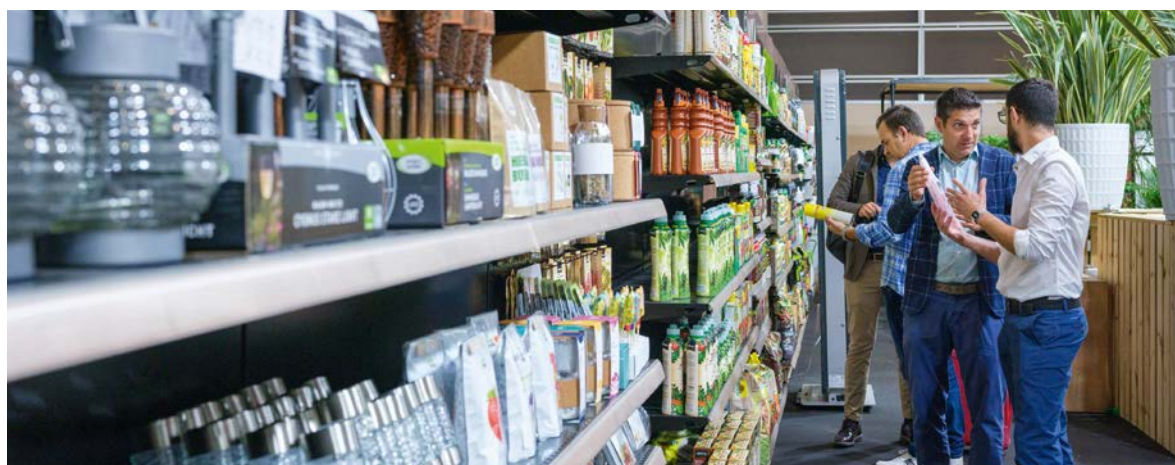
A corner where you can take a break and chat with suppliers, colleagues, customers and friends in a relaxing Mediterranean setting.

The Iberflora farm shop

An authentic farm shop where you will find a variety of items from farm products and tools to animal feed and supplies... A great opportunity to open a business.

Garden Centre

Iberflora is recreating an impressive Garden Centre. A large point of sale combining plants, flowers, decoration, food and garden equipment, among other products.





Iberflora is a great place to learn,
and have a great time



Don't miss the
Greenest Night!



IBERFLORA INNOVATION AWARDS

2023



Exhibitors can submit their new products to the Iberflora Innovation Awards, an initiative to recognise exhibitors' outstanding innovations in a number of different categories.

The winners will receive a special seal of approval to showcase on their stands, highlighting these products.

2022 winners:

Plants and flowers:

VIVEROS ROYAL PLANTS /
Tropical Essence

Plant care and health:

FLOWER / Abono gel orquídeas
provitamínico

Production technology:

TROOP / Absorción bioestimulante
compuesto por hongo

Garden equipment and decoration:

CORVIGRASS / Pureti Techgrass

Premio Profesor Ballester-Olmos:

Sponsored by COITAVC

MCA IRRIGATION / HpGen





Exhibitor profile

Exhibitors

The entire range of **Spanish and international** exhibitors will be at Iberflora 2023:

- **Plants and flowers**
Nurseries and indoor plant producers, farm shops, contract, outdoor and seasonal
- **Gardening, arboriculture and landscaping**
Projects, maintenance, sustainability, services and machinery
- **Production technology**
Machinery, greenhouses, irrigation, climate control, logistics, new technologies.
- **Garden DIY**
Suppliers of garden centres and of medium and large-scale retailers
- **Floristry**
Cut flowers, artificial flowers, paper flowers, tools, accessories, decoration and gifts



What people say about Iberflora?

ROCALBA

Àngels Roca

General Manager, Rocalba

"Iberflora is the best showcase to connect with our customers and present our new products."

agroservicios
rafael martínez

Agroservicios Rafael Martínez

"We are delighted with our participation. Iberflora is a reference fair year after year to meet up with our customers and visitors, and this was also the case at the last Iberflora."

IBERFLORA

Raúl Ferrer

Chairman, Iberflora

"Iberflora 2022 was the best in the last 15 years"

FRAMUSA

Agustín González

Managing Director, Framusa

"Iberflora generates a lot of information to analyse markets and trends."

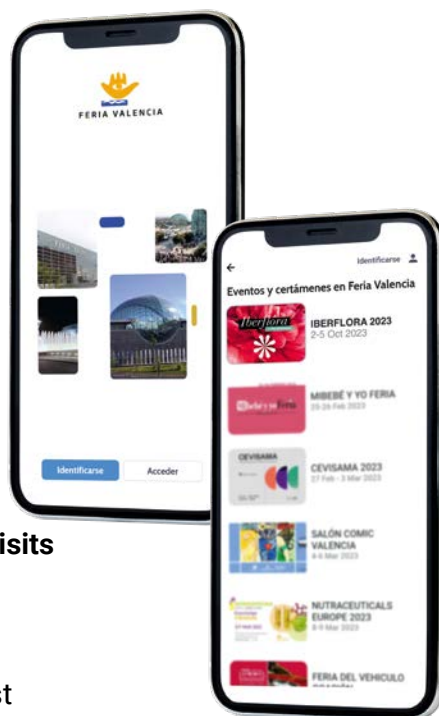
Advantages for exhibitors

Extras included in the space contract

- Advertising of new products on the website, social networks and digital innovation catalogue
- Unlimited free paper and digital entrance tickets
- Free entrance to the activities organised by Iberflora
- Participation in the “Iberflora Innovation Awards”
- Offer your customers the advantages of belonging to the IBERFLORA BUSINESS CLUB
- Online exhibitor and product catalogue available all year round

Feria Valencia APP

- **Check out event details**
 - Dates and times
 - What's on?
 - Visitor guide
- **Check out the catalogue**
 - Exhibitor details and information
 - Products on offer
- **Book an appointment with exhibitors and manage visits**
- **Update your contact details**
 - Keep your product information up to date
 - Establish direct contact with visitors who request appointments via the catalogue throughout the year
 - Register trade visitors at your stand
 - Process registered information in different formats

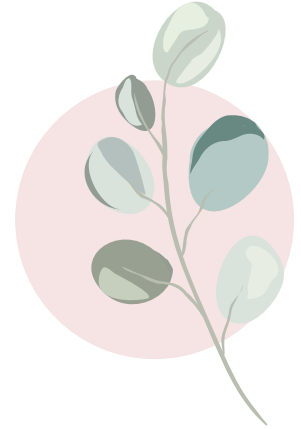




Visitor profile

Who are the buyers?

- Garden centres, nurseries, growers and retailers
- Landscaping and public/private gardening
- Florists, gift shops and event companies
- Large and medium-sized retailers
- Farm shops, agricultural cooperatives and machinery
- Warehouses, local shops and general stores
- Technology and agricultural machinery distributors
- Hardware/ Garden DIY
- Online sales and Grow Channel
- Visitors to themed and training spaces
- Garden and parks service, design and maintenance companies
- Influencers
- Wedding planners
- Horeca companies



What people say about Iberflora?



Isabelle Falger

Managing Director, Valencia Plant Export

"Iberflora is ideal for showing international trade visitors the opportunities the sector has to offer in Spain."



APTYS

Oleguer Burés

Chairman, APTYS Soil and Substrate Preparer Association and Managing Director, Burés


"Iberflora is the best national and international showcase for the industry"

Thursd

Specialised media channel, Netherlands


Thursd.

"Iberflora - New Generation was a new experience, different from what "green" industry professionals have experienced until now".




Iberflora facts and figures

Number of exhibitors

+21,24% 




+10,80% 

Exhibition surface area



Number of visitors

+11,56% 





Iberflora in the media

Iberflora is the industry's most popular event of the year in media terms

+50 accredited journalists from general and specialised media channels.

+100 appearances in Spanish and international media.

In addition, every year Iberflora plays host to attract the main **influencers in the world of plants and gardens**, who take advantage of the three days of the event to interact with the brands and check out new products.



➤ **+128.600**

page views per year on the website

➤ **49.000**

users per year on the website

➤ **+15.700** followers on social networks

+23,5% in last year

➤ **+2,7 million**

impressions on social networks



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