

Show Report of the 11th Hortiflorexpo China

Organized by China Flower Association, the 11th Hortiflorexpo China, the largest official trade show in Chinese horticulture, floriculture and garden field was successfully held from Apr. 1-4, 2009 in Intex Shanghai. As the show management this year, Intex Shanghai was responsible for all the services of this event including project planning, marketing, sales, fringe programs and on site operations, etc.

Main Characteristics:

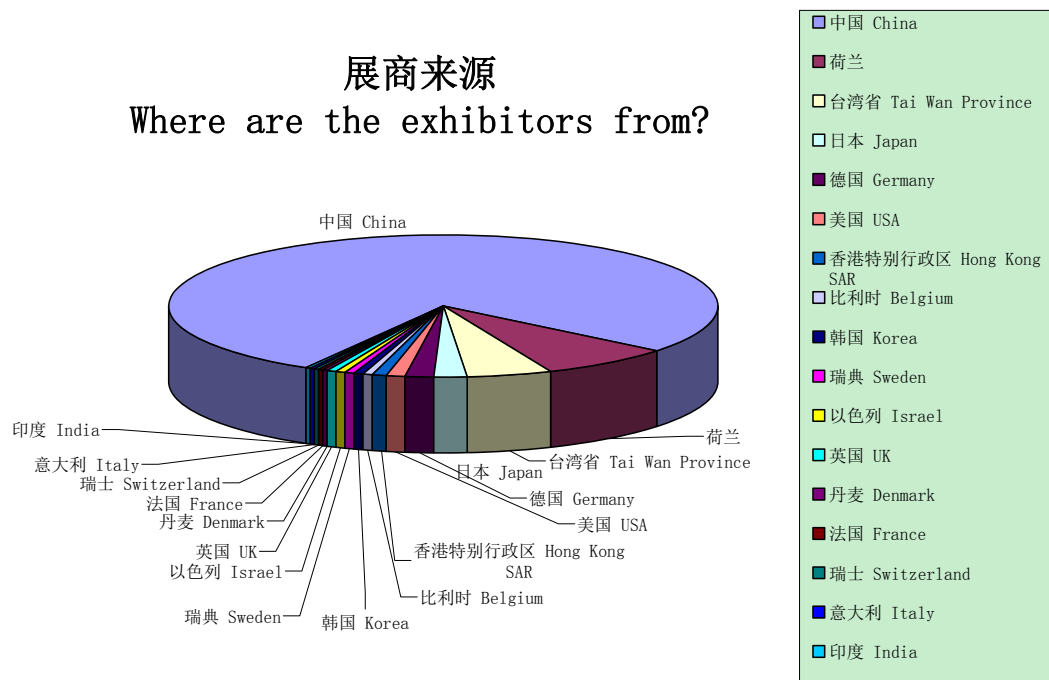
Affected as it by Global Economic Turmoil, Hortiflorexpo China still has strong influence in the industry

Through years' of hard working, "**Hortiflorexpo China**" 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 promotion and sales onsite Beijing show in April, 2008, lots of companies registered eagerly. It was at the end of 2008 and the beginning of 2009, all the indoor booths had been sold out.

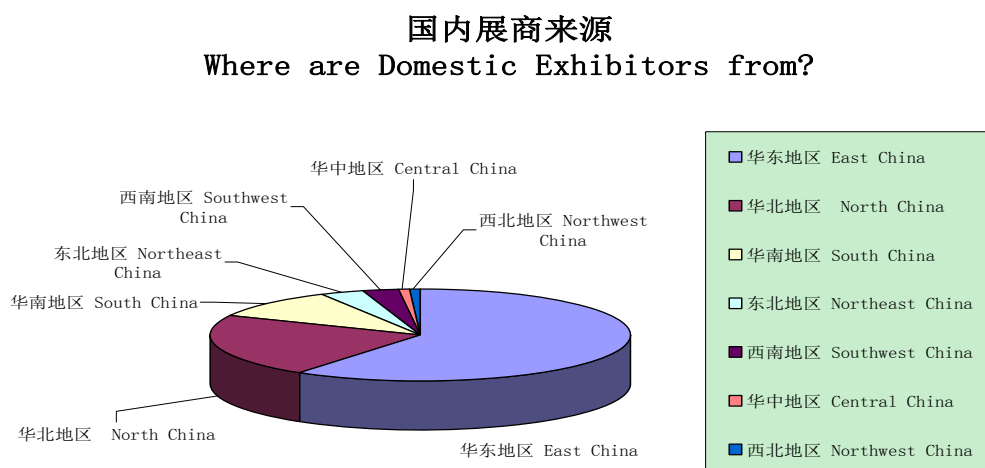
Affected by Global economic turndown as it was, some domestic export-oriented companies had to cancel or modify their booth size, yet the total area of this edition of Hortiflorexpo China still reached 15000sqm.

Over 370 well-known companies from 17 countries and regions such as Holland, Germany, USA, Belgium, Italy, UK, Denmark, Israel, Sweden, Switzerland, Canada, India, Korea, Chinese Mainland, Hong Kong SAR and

Taiwan Province participated in the show. Pavilions from Holland and Taiwan also participated.



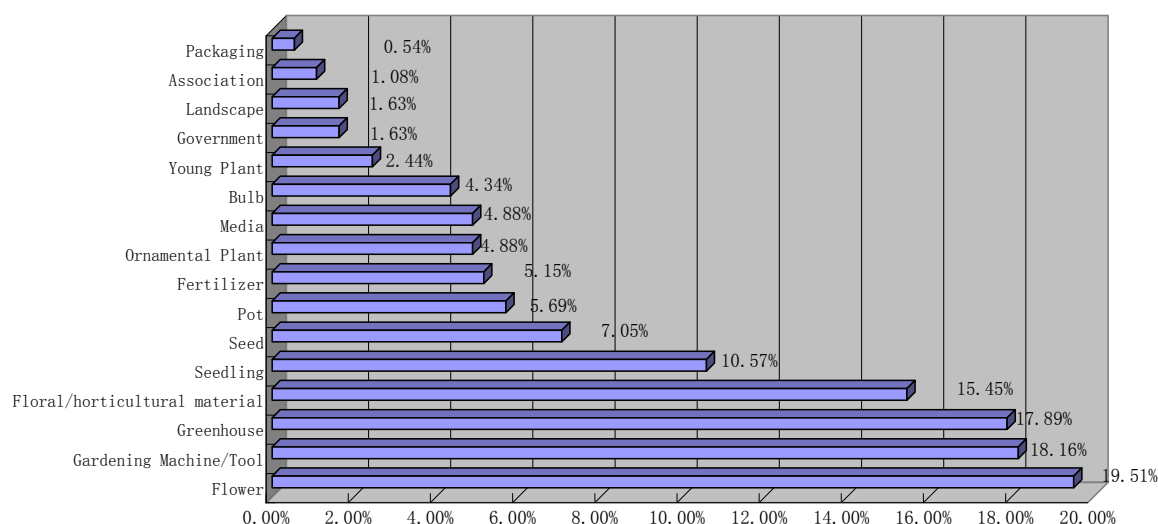
Geographically speaking, as far as Chinese Mainland is concerned, exhibitors were from most provinces and regions across the country. Apart from East China, 40.21% domestic exhibitors were from Southern, Northern, South West, North East, North West and Middle part of China.



Having a wide span of exhibits, The 11th Hortiflorexpo China attracted

many leading companies in Chinese horticultural, floricultural and garden field with wide range of exhibits shown as in the following chart,

Exhibits Profile



Compared with the last edition in 2007 in Shanghai, we find some interesting changes in this edition as shown in the chart below,

Classification	Data of the 9 th edition	Data of this edition	Potential reasons
Greenhouse	13.1%	17.89%	Flowers and horticultural products of high quality are in greater need which has fueled the need for greenhouse facilities. Thus, increased participation in the show.
Floral/horticultural materials	11.8%	15.45%	Better sales of this kind of products lead to more participation in exhibitions
Gardening machinery/tool	10.80%	18.16%	The set of “Garden Design” area in 2009 helps to put machinery and tools companies together. Besides, 2010 Shanghai World Expo may have great need of such kinds of products.

Fringe Programs helps a lot to enrich the content of the exhibition

Devoted to the exhibition, we not only think much of the growth of its size, but also to the richness of its content. New measures and efforts were made to bring about and execute the fringe programs,

◆ To be Combined with “2009 Yangtze Delta Flower Industry Forum”

Started by Forestry Bureau of Zhejiang Province, Flower Association of Zhejiang Province, Shanghai Forestry Bureau, Shanghai Flower Association, Agriculture & Forestry Department of Jiangsu Province and Flower Association of Jiangsu Province, the annual forum was launched in 2005 and was set to rotate among Zhejiang, Shanghai and Jiangsu. In order to make it easier for audience, visitors and exhibitors to make full use of this platform to participate in both exhibition and forum, Shanghai Seed Industry Group and Intex Shanghai successfully changed the time of the forum from late October, 2009 to March 31 to April 1, 2009 to make it concurrently held with “**Hortiflorexpo China**”. The forum was organized by Shanghai Municipal People’s Government Agricultural Commission, Shanghai Landscaping Administration Bureau (Shanghai Forestry Bureau), Shanghai Flower Association.

The 3 main parts of Shanghai World Expo was invited for the first time to tell the audience from different points of view of owners, government and contractors of World Expo to tell how the Expo landscape projects are schemed, designed, constructed and what kind of products are needed.

When focusing on the theme of World Expo, we also pay attention to elaborate the topic of “Innovation & Sustainable Development”. Altogether 23 experts and CEOs from Holland, Germany, UK, Sweden, Japan, USA and China were invited to talk about the latest development and trend in this industry. For the first day, the forum was held in Kaibo Hotel with over 180 delegates participated. On the second day of this forum, due to limited space of the meeting room in Intex Shanghai, still over 100 delegates participated.

◆ Training for landscape designers and project managers & Matchmaking Meeting with World Expo Buyers

Cooperated with Shanghai Landscape Architecture and Gardening Trade Association, a one-day-training for landscape designers and project managers& Matchmaking Meeting with World Expo Buyers was organized on April 2. Nearly 120 project Managers and Designers of Landscape Design and construction companies together with officials from Shanghai-World-Expo-600-day office, World Expo Construction Headquarter, Shanghai World Expo Bureau, Shanghai World Expo Land Holding Co, different level of Landscape Bureaus/Landscape Supervising Stations in Yangtze Delta. Besides, nearly 20 green products suppliers also participated in this activity.

Through case studies and interaction with the audience, the following topics were discussed and expounded: announcement of some awarded Shanghai landscape design projects were made, Ecological protection and

restore, construction of ecological residential area, the trend and development of today's landscape design, etc. During the meeting, representatives from some famous landscape design companies were also invited to talk about their success and failure in the past years.

The concurrent program of "Matchmaking Meeting with World Expo Buyers" provided a platform for those landscape designers and suppliers to promote the healthy development of this industry.

◆ **Holland Retail Day**

"Holland Retail Day", on the second day of the exhibition altogether attracted 172 representatives from Chinese flower chain stores to promote Holland floral and cut flower treatment technologies.

◆ **Seminars**

Seminar is one of the best ways to help exhibitors and companies to promote their brand and new products. Apart from all the above activities mentioned, 10 seminars were arranged. Experts from USA, Germany, Holland, Korea and Chinese mainland presented to talk about cultivation of new varieties, greenhouse structure design software, applications of Germany plants in world landscape and so on. Most seminars won satisfactory result.

◆ **Flower Arrangement Show**

Moreover, 14 Flower Arrangement Shows were arranged. Florists from France, Japan, Holland, Philippines, Taiwan Province and Chinese mainland were invited to give shows to more than 300 florists and owners

of flower chain stores. 3 and a half day flower arrangement shows as usual won big applause and popularities in Chinese floral industry.

◆Field Visit

To help both exhibitors and visitors to make better use of this event, field visits were arranged on the third day of the exhibition to help them to learn on the spot how this industry develops now.

Always Improving Services

To better serve our customers, for every edition of Hortifloorexpo held in Shanghai, efforts were made to provide more and better services to both our exhibitors and visitors, in this edition, for example,

- a. Have updated website frequently not only to disclose the latest development of the exhibition but also to provide each exhibitor 2 free pages on the official website of www.hortifloorexpo.com from the moment they apply to exhibit till April, 2009. (You may find it at “Exhibitor Service”-“2009 Exhibitors”. You may click on each company’s name to find their details.)
- b. To make it easier for professional visitors, we have optimized the pre-registration function on the website. According to the statistics after the exhibition, we found there are 522 visitors made use of website to pre-register. Below please find their business nature and their function they perform with their company,

Question 1. Nature of your business:

Item	Number	Percentage
Production Base	68	13.03%
Manufacturer	24	4.60%

Association	3	0.57%
Retail & Wholesale	38	7.28%
Import & Export	25	4.79%
Park/Botanic Garden	7	1.34%
Landscape Design/Construction	26	4.98%
Government Department	12	2.30%
Universities/Research Institute	223	42.72%
Landscape/House Gardening/House Design	23	4.41%
Others	73	13.98%
Total	522	100.00%

- The total number of visitors for this survey is 522, of which 522 answered the above question.
- The percentage is based on the number of visitors who answered this question.

Question 2. What function do you perform within your company:

Item	Number	Percentage
Senior Management	88	16.92%
Admin/Middle and Fundamental management	39	7.50%
Sales/Marketing	44	8.46%
Buying Procurement	20	3.85%
Designer	21	4.04%
Technician	37	7.12%
Flower Arrangement Lover	48	9.23%
Teacher/Student	205	39.42%
Others	18	3.46%
Total	520	100.00%

- The total number of visitors for this survey is 522, of which 520 answered the above question.
- The percentage is based on the number of visitors who answered this question.

With the promotion of the website, we firmly believe that more visitors will experience the conveniency and efficiency of the online pre-registration.

- c. On the same time, to save time for pre-register visitors and those visitors with name cards to avoid waiting in lines for onsite registration, apart from traditional manual registration, we specially

provided one Self-help Registration Machine (looks like an ATM machine) respectively at the 2 main Entrance of the exhibition. Designed to be user friendly, it takes only 3-5 seconds to prepare your badge after you scan your name card or the paper you print after you register online with this machine.

Besides, we dispatched Questionnaires to exhibitors and visitors during the show. The results are as follows,

a. Questionnaires to Exhibitors

Altogether we issued 280 questionnaires and recollected 268 valid ones.

The results are as below,

1. 55.2% exhibitors were satisfied with orders onsite, 32.1% feels average, 7.5% feels poor;
2. 73.2% exhibitors were satisfied with visitor quality, 22.4% feels average, 4.4% feels poor;
3. 66.4% exhibitors were satisfied with making new business contact, 30.6% feels average, only 3% feels poor;
4. 73.9% exhibitors were satisfied with “to promote company’s new products”, 21.7% feels average, 2.2% feels poor;
5. 80.9% exhibitors were satisfied with “to enhance company image”, 16.8% feels average, 1.5% feels poor;
6. 84% exhibitors were satisfied with Organizer’s service, 13.4% feels average, 2.6% feels poor;

7. 45% exhibitors expressed their intention to participate in the 12th Hortifloorexpo China in April 2008 in Beijing, 40.67% has not decided yet, only 1.87% exhibitors said they would not participate.

b. Questionnaires to Visitors

Apart from Exhibitor Questionnaires, we also sent out 450 visitor questionnaires and got back 446 valid ones.

1. 95.74% visitors were satisfied in reaching objectives in visiting
2. 96.42% visitors were satisfied in organization of this exhibition
3. 94.4% visitors were satisfied in quality of exhibitors
4. 91.93% visitors were satisfied in scale of exhibition
5. 94.16% visitors were satisfied in onsite service
6. 88.34% visitors were satisfied in publication of the show
7. 72.87% visitors express their willingness to be an exhibitor in the future
8. 93.72% visitors express their willingness to visit the show in the future
9. 95.29% visitors said they would recommend this show to others.

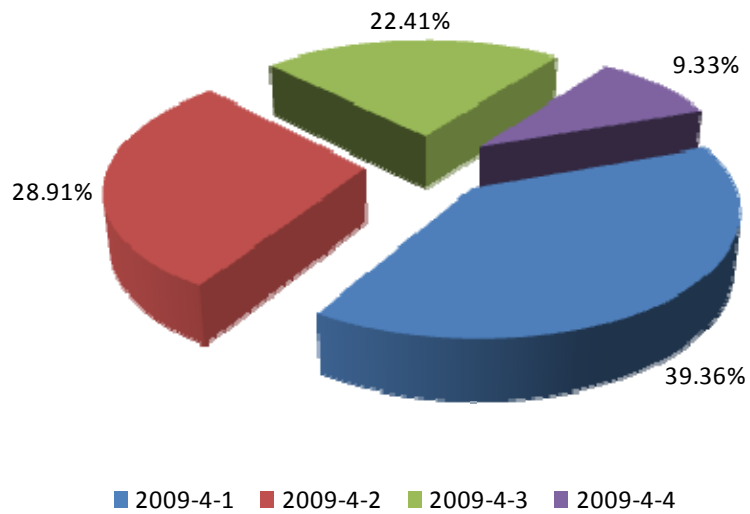
Visitor Analysis

The 4-day-show altogether attracted 13489 visitors in the field of floricultural, horticultural, garden field from home and abroad. The total number of foreign visitors was 396 (including visitors from Hong Kong SAR and Taiwan Province).

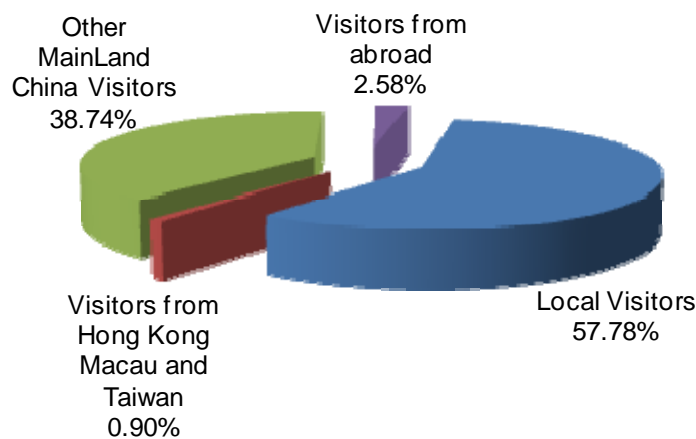
Overview

A. The arrival situation of everyday:

Data	Total arrive times	Total arrive visitors	Total New arrive visitors	Percentage of new arrive
2009-4-1	6627	5309	5309	100.00%
2009-4-2	5081	3899	3155	80.92%
2009-4-3	3534	3023	2805	92.79%
2009-4-4	2135	1258	626	49.76%
Total	17377	13489	11895	88.18%



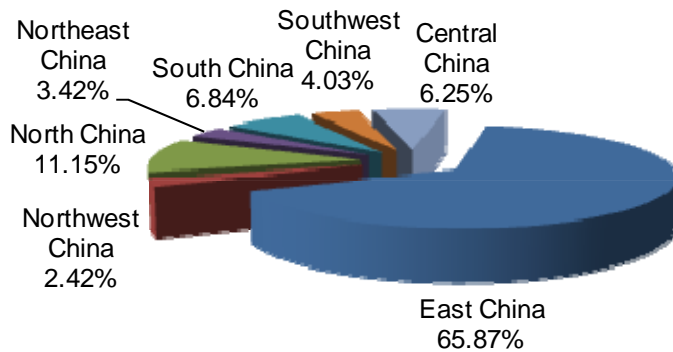
B. The source of the visitors' region:



C. The classified statistic of the visitors' area

After careful analysis, we found that apart from 57.78% visitors were

from Shanghai, 42.22% were not local. The following chart explains where the remaining 42.22% visitors were from,



Detailed analysis of all the visitors will provide reliable grounds and reference for next edition's promotion and visitor organization for further improvement.

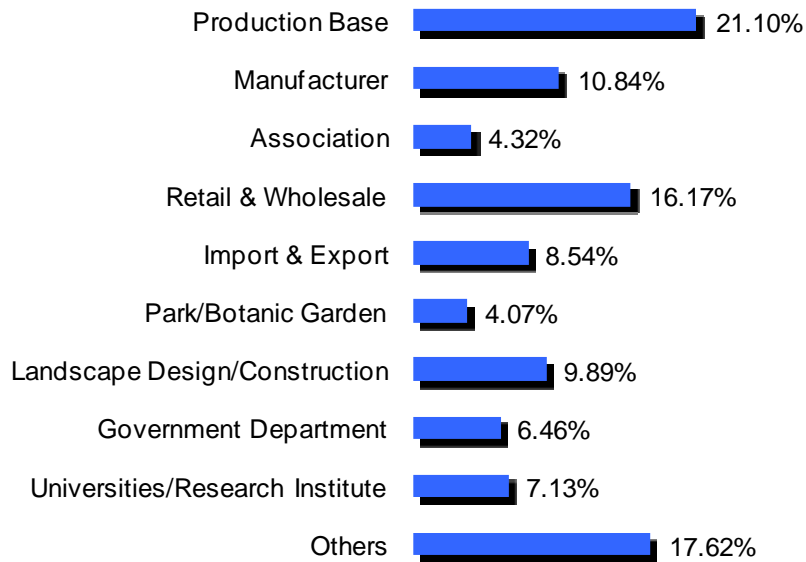
D. Analysis of country and area:

Area	Country/Area	Relative Number	Relative Percentage	Country/Area Number
North America				
	USA	22	5.56%	2
	Canada	6	1.52%	
	Subtotal	28	7.08%	
Oceania				
	Australia	4	1.01%	1
	Subtotal	4	1.01%	
Africa				
	Egypt	2	0.51%	2
	South Africa	2	0.51%	
	Subtotal	4	1.02%	
South America				
	Mexico	10	2.53%	2
	Brazil	1	0.25%	
	Subtotal	11	2.78%	
Europe				
	Netherlands	17	4.29%	13
	United Kingdom	13	3.28%	
	Russia	9	2.27%	
	Germany	4	1.01%	
	Spain	4	1.01%	
	Latvia	2	0.51%	
	Switzerland	2	0.51%	

	Italy	2	0.51%	
	Belgium	2	0.51%	
	Ukraine	2	0.51%	
	Belarus	1	0.25%	
	Ireland	1	0.25%	
	Turkey	1	0.25%	
	Subtotal	60	15.16%	
Asia				
	Korea	71	17.93%	18
	Japan	52	13.13%	
	India	10	2.53%	
	Iran	8	2.02%	
	Singapore	8	2.02%	
	Kuwait	5	1.26%	
	Indonesia	5	1.26%	
	Mongolia	4	1.01%	
	Israel	4	1.01%	
	Vietnam	3	0.76%	
	Thailand	3	0.76%	
	Pakistan	3	0.76%	
	United Arab Emirates	3	0.76%	
	Malaysia	3	0.76%	
	Brunei Darussalam	2	0.51%	
	Sri Lanka	1	0.25%	
	Uzbekistan	1	0.25%	
	Myanmar	1	0.25%	
	Subtotal	187	47.23%	
Hong Kong Macau and Taiwan				
	Taiwan China	80	20.20%	2
	Hong Kong China	22	5.56%	
	Subtotal	102	25.76%	
Total		396	100.00%	40

E. Analysis of the questionnaires by the visitors onsite:

Question 1. Nature of your business:

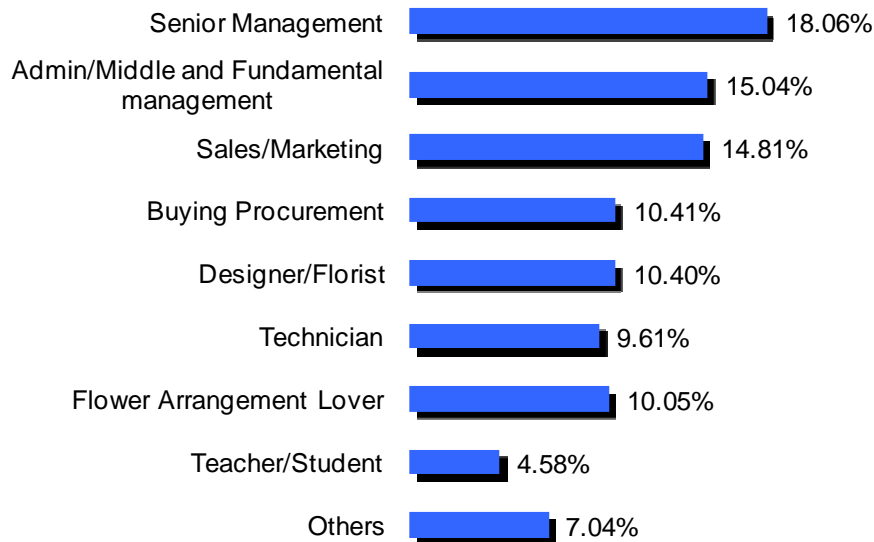


The following is the detailed data:

Item	Number	Percentage
Production Base	1865	21.10%
Manufacturer	958	10.84%
Association	382	4.32%
Retail & Wholesale	1429	16.17%
Import & Export	755	8.54%
Park/Botanic Garden	360	4.07%
Landscape Design/Construction	874	9.89%
Government Department	571	6.46%
Universities/Research Institute	630	7.13%
Others	1557	17.62%
Total	9381	106.16%

- The total number of visitors for this survey is 8837, of which 8686 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.

Question 2. What function do you perform within your company:



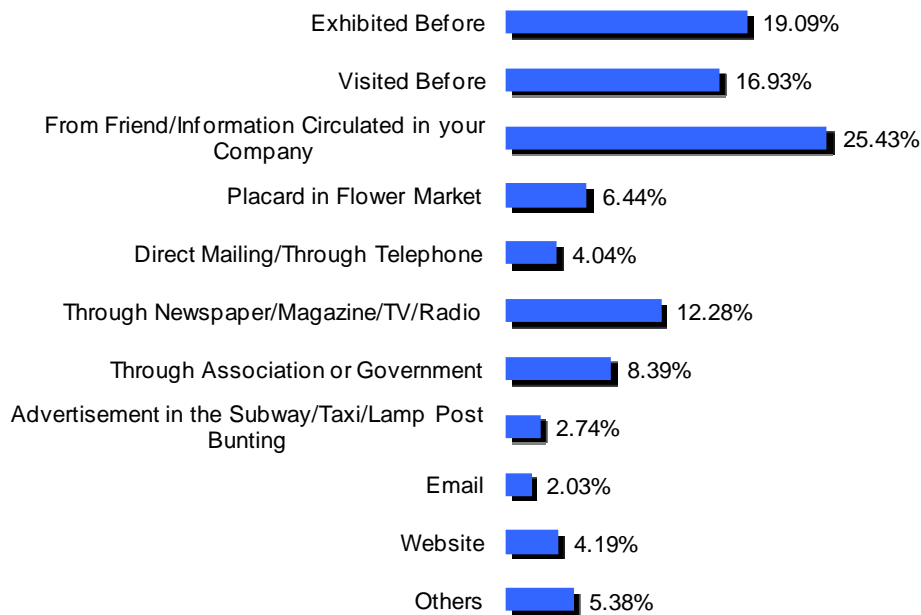
The following is the detailed data:

Item	Number	Percentage
Senior Management	1558	18.06%
Admin/Middle and Fundamental management	1297	15.04%
Sales/Marketing	1277	14.81%
Buying Procurement	898	10.41%
Designer/Florist	897	10.40%
Technician	829	9.61%
Flower Arrangement Lover	867	10.05%
Teacher/Student	395	4.58%
Others	607	7.04%
Total	8625	100.00%

- The total number of visitors for this survey is 8837, of which 8625 answered the above question.
- The percentage is based on the number of visitors who answered this question.

Compared with all the data of 2007, we found that Senior Management visitors of this edition has reached 18.06%, while in 2007, it was 15.23%. Admin/Middle and Fundamental management has risen from 13.52% in 2007 to 15.04% in 2009. Buying Procurement has risen from 5.61% to 10.40%.

Question 3. How Do You Know This Exhibition:

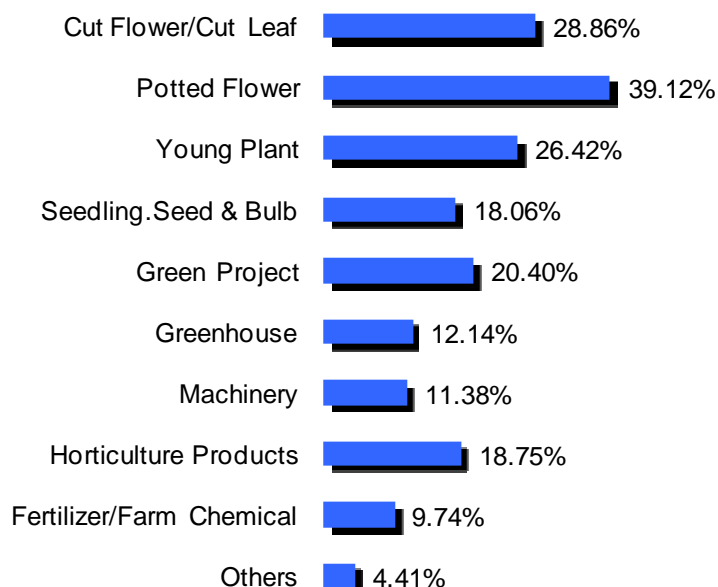


The following is the detailed data:

Item	Number	Percentage
Exhibited Before	1527	19.09%
Visited Before	1354	16.93%
From Friend/Information Circulated in your Company	2034	25.43%
Placard in Flower Market	515	6.44%
Direct Mailing/Through Telephone	323	4.04%
Through Newspaper/Magazine/TV/Radio	982	12.28%
Through Association or Government	671	8.39%
Advertisement in the Subway/Taxi/Lamp Post Bunting	219	2.74%
Email	162	2.03%
Website	335	4.19%
Others	430	5.38%
Total	8552	106.90%

- The total number of visitors for this survey is 8837, of which 8000 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.

Question 4. What Products Are You Interested in:



The following is the detailed data:

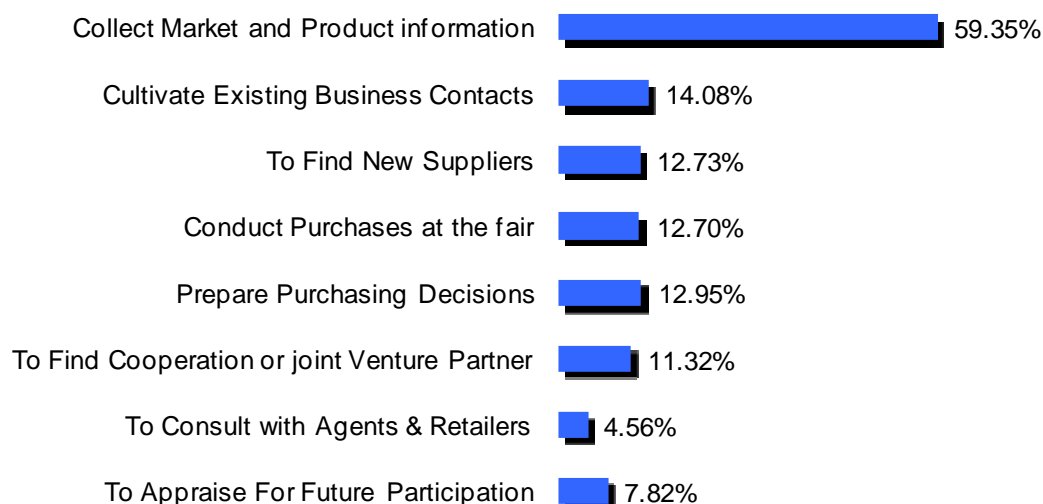
Item	Number	Percentage
Cut Flower/Cut Leaf	2352	28.86%
Potted Flower	3188	39.12%
Young Plant	2153	26.42%
Seedling Seed & Bulb	1472	18.06%
Green Project	1662	20.40%
Greenhouse	989	12.14%
Machinery	927	11.38%
Horticulture Products	1528	18.75%
Fertilizer/Farm Chemical	794	9.74%
Others	359	4.41%
Total	15424	189.27%

- The total number of visitors for this survey is 8837, of which 8149 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.

In some aspect, what products the visitors are interested in will boost sales of next edition of the event in Shanghai in return. Compared with last edition, we found the attention to Pot flowers has risen from 28% in 2007 to 39.12% in 2009, 11.64% in 2007 for Seedling/Seed/Bulb to 18.06% in 2009, 9.31% in 2007 for greenhouse facilities to 12.14%, 10.31% in 2007 for machinery to 11.38%, 13.31% for horticultural materials in 2007 to 18.75% in 2009. Thus, we are confident in consolidating the

floricultural part of this exhibition on one hand and to further expand horticultural materials and garden suppliers on the other hand.

Question 5. Purpose of your visit:



The following is the detailed data:

Item	Number	Percentage
Collect Market and Product information	4623	59.35%
Cultivate Existing Business Contacts	1097	14.08%
To Find New Suppliers	992	12.73%
Conduct Purchases at the fair	989	12.70%
Prepare Purchasing Decisions	1009	12.95%
To Find Cooperation or joint Venture Partner	882	11.32%
To Consult with Agents & Retailers	355	4.56%
To Appraise For Future Participation	609	7.82%
Total	10556	135.51%

- The total number of visitors for this survey is 8837, of which 7790 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.

In comparison with 2007, the 9th edition in Shanghai, we found “to find new supplies” has move up from 10.76% to 12.73%, “Conduct Purchases at the fair” has move up from 10.08% to 12.7%, “To Find Cooperation or joint Venture Partner” from 9.87% to 11.32%, “To Appraise For Future

Participation” has risen from 7.82% to 9.17% which all gave us great confidence to make our next edition better and bigger.

Anyway, to make careful and detailed analysis is for the purpose of improving the quality of the exhibition for next edition in Shanghai in 2011. In conclusion, we will take every measure and step to improve our services to our exhibitors and visitors and to ensure the next show in Shanghai will be better and larger. If you have any inquiries please do not hesitate to contact with us. We sincerely wish you healthy and wealthy!

Best regards,

Yours sincerely,

Catherine Cui

Intex Shanghai Co Ltd

Comments and Suggestions

*Please fax this form to **Intex Shanghai** at +8621-62780038 or you are welcomed to contact with us through intexcl@sh163.net.*

As an experts and insiders of this industry, we need to know your ideas and your needs for us to improve the exhibition 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
You wish to invite which companies or buyers to the exhibition? Or through which channels?	
Which Media you recommend to us? What kind of promotion you think is effective?	
Which activities or conference you wish us to organize?	
Which companies you need us to contact and to recruit to be our exhibitors?	
What is your needs for our onsite services?	
Others	

Company			
Name		Position	
Tel		Fax	
Email		Website	