



The 22nd Kunming International Flower Expo of China & Kunming International Flowers and Plants Expo

Post-Show Report



20 -22 September 2024



Kunming · China

<https://www.ifexflowerexpo.com/>
<https://www.kmflowerexpo.com/>

Guided by

Department of Agriculture and Rural Affairs of Yunnan Province

Hosted by

Yunnan Flower Technical Training & Promotion Center

Organized by



Built by
In the business of
building businesses

Overview



84,000+

Visits



30,000+

Visitors



430+

Exhibitors



22+

Events & Forums

Summary

The Kunming International Flower Expo of China (KIFE) and the Kunming International Flowers and Plants Expo (IFEX), rooted in China's foremost fresh-cut flower production and distribution hub, have amassed over two decades of experience and resources. These expos encompass the entire floral industry chain, spearheading the Asian flower industry's growth and standing as a highly influential and esteemed high-level trade event.

In 2024, KIFE & IFEX drew more than 430 exhibitors from 13 countries, including the UK, the Netherlands, Japan, Israel, Germany, Denmark, and France. The UK, honored as the guest country, joined forces with the Royal Horticultural Society (RHS) and five enterprises in the flower horticulture and blueberry sectors to showcase their offerings; the Dutch delegation, comprising 22 flower companies and the NL Protected Agriculture Alliance, also participated; Fujian, as the guest province, presented 12 flower enterprises. Alongside the exhibits, the event featured 22 professional forums, floral performances, and interactive activities.

Spanning three days, the exhibition garnered a total of 84,000 visits, with over 30,000 professional attendees from around the globe. On-site transactions soared to nearly 200 million yuan, marking a record high in both visitor count and transaction volume for the event's history.



Overview

Exhibitor Profile

- Flowers and Plants
- Floral Seeding
- Floral Processing
- Floristry Materials and Tools
- Floricultural Services and Institutes
- Machinery, Equipment & Technology Solutions

Visitor Profile

- Breeders & Growers
- Distributors, traders and wholesalers
- Flower importers and exporters
- Producers from municipal engineering companies
- Flower and gardening retailers
- E-commerce companies
- Floriculture experts and fans

All Channel Exposures



Online Exposures
(Douyin/Xiaohongshu/
WeChat/SEO/SEM, etc.)

10,540,000+



Offline Advertising
Coverage
(Airport/Bus//Flower Markets)

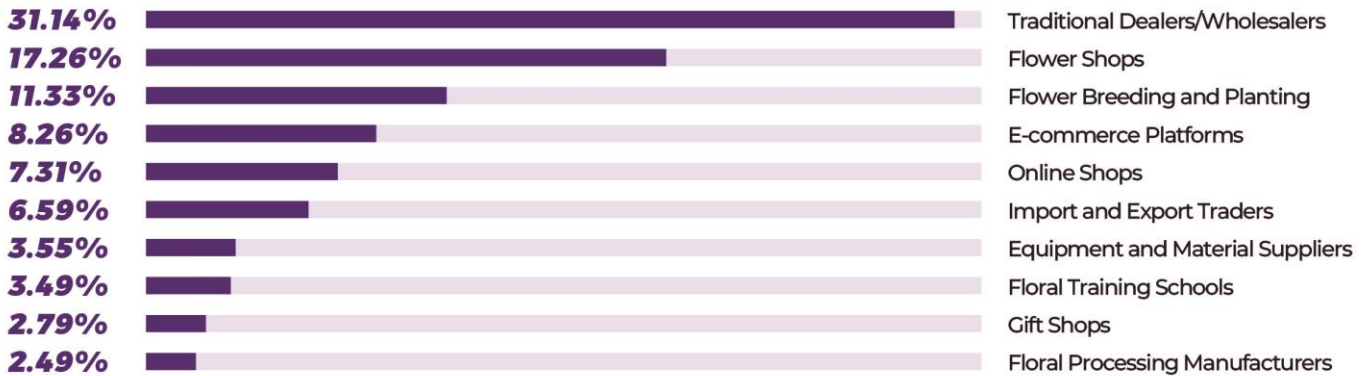
8,439,000+



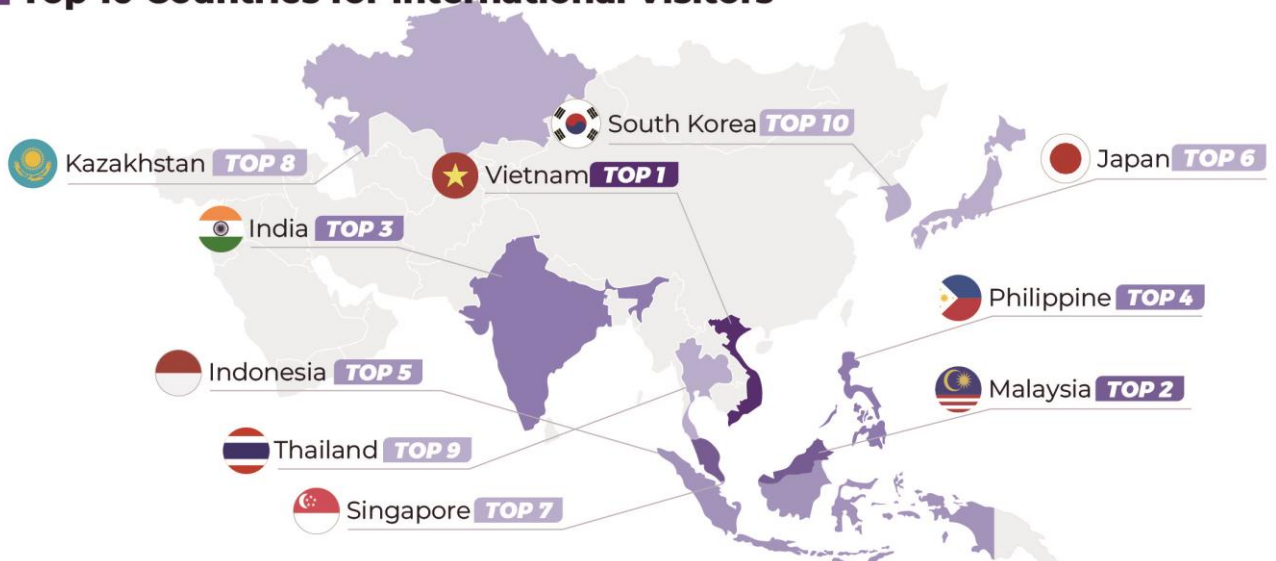
Public Media Releases

1,375+

Top 10 Visitor Primary Business



Top 10 Countries for International Visitors



Highlights

Participating Companies (Part of)

Flower Breeding and Cultivation



Flower Growing Machinery & Technology / Consumables



TOP 5 Favored Products by Visitors

Flowers & Plants

- TOP 1** Fresh-Cut Flowers
- TOP 2** Potted Flowers
- TOP 3** Succulent Plants
- TOP 4** Green Plants
- TOP 5** Potted Plants

Planting Technology

- TOP 1** Seeds/Seedlings/Bubls
- TOP 2** Substrate
- TOP 3** Greenhouse Equipment
- TOP 4** Irrigation Equipment
- TOP 5** Preservation Technology and Equipment

Testimonials

Exhibitors' Voice

The Kunming Flower Exhibition is a staple on our company's annual calendar. This year's event offered a distinct experience. Notably, the proliferation of domestically developed new varieties has expanded, with a noticeable improvement in quality. Moreover, the broadening of exhibitor channels has created an efficient business platform for us.



Duan Jinhui, President of Yunnan Yunxiu Flowers Co., Ltd.

The show offers an excellent platform for industry professionals to exchange ideas, showcase products, and connect with potential partners. We appreciate the organizers' careful planning and warm service. The new Blueberry Conference has also given a significant boost to Yunnan's small berry sector.



Feng Shuqiong, President of Yunan Youke Lvdu Agricultural Industry Group

This is our first time to participate, we were impressed with the streamlined process and efficient coordination. The creative activities boosted our booth's exposure and visitor traffic. We also appreciated the chance to engage with many growers, which helped showcase our products and promote our brand.



Zhang Xiaosong, President of SATLIC

The 2024 Kunming Flower Exhibition showcased the industry's growth and innovation, drawing a wide range of floral businesses and reflecting the sector's latest trends. The event was a testament to the industry's prosperity and the passion of flower lovers from around the world.



方德波尔格 VAN DEN BERG ROSES

Lan Wanyun, Marketing Manager of Van Den Berg China

Visitors' Experiences



International visitors flocked to this year's exhibition, showcasing Yunnan's floral industry on a global scale. The event highlighted diverse regional blooms and cutting-edge varieties, advancing tech innovation in the field.

Kaiyuan Yunzhi'ao Flowers Co., Ltd.



There are many types of products and companies that can cooperate with. Many exhibitors with attractive designs, and this time there are more choices for equipment and technology which is good. We have seen new varieties and already negotiated with several companies to prepare for cooperation.

Tri Gonz Flower Trading Corp.



Attending the Kunming Flower Exhibition is always an opportunity to network and reap benefits. We look forward to the continued excitement next year.

Hangzhou Jinhui Flowers

Exhibitor Overall Satisfaction



92.3%

of exhibitors expressed being **very satisfied or satisfied** with the exhibition



88%

of 2024 exhibitors have already **booked exhibition booths**

Visitor Overall Satisfaction



96.8%

are satisfaction with this year's exhibition



93%

would recommend peers to visit



95%

Revisit Intention

Forums & Events



Flower Shop and Trends Series

- China Commercial Floral Gifting Creative Competition
- Florist China
- International Trend Release of New and Excellent Flower Varieties and Promotion of "Top 10 Famous Flowers"
- Flower & Fashion Show
- Flower Farm Visits

Plant Cultivation Techniques Series

- International Plant New Variety Protection Seminar - Floricultural Session
- International Seminar on Horticulture Modernization Development
- Industry Development Seminar on Yunnan Flower Digitalization

UK Guest Country of Honor Events

- China-UK Horticultural Dialogue Salon
- Gardening Sustainable Development Afternoon Tea

Dutch Pavilion Series

- Florist Show with Dutch Flower Varieties
- Netherlands Masterclass of Flower Cultivation Technology

Fujian Guest Province Activities

- Zhangzhou Flower Industry Investment Promotion

Blueberry Conference Series

- Yunnan International Blueberry Industry Development Conference
- Exchange Seminar on Substrate Technology

Media Support

News Agency	美联社	安塔拉通讯社				
Integrated Media	越南在线报纸 德国《经理人杂志》	新加坡新闻门户网站 印尼在线新闻媒体	越南媒体机构 印尼英文日报	泰国综合新闻网站 马来西亚在线新闻平台		
Industry Media	全球金融媒体晨星网	雅虎财经	美国知名金融媒体	越南新闻网站	越南新闻网站	美国财经新闻网站
Domestic Media	云南网 云南热线 云南信息港 云南电视台 昆明网 云南经济新闻网 中国经济发展网 云视网 中央电视台 光明日报 央广网 中国网 都市时报 东方日报 中国时报 FT中文网	搜狐网 微博 网易新闻 新浪财经 凤凰新闻 今日头条 中国时报网 云南经济新闻网 中国经济发展网 云视网 中央电视台 光明日报 央广网 中国网 都市时报 东方日报 中国时报 FT中文网	搜狐网 微博 网易新闻 新浪财经 凤凰新闻 今日头条 中国时报网 云南经济新闻网 中国经济发展网 云视网 中央电视台 光明日报 央广网 中国网 都市时报 东方日报 中国时报 FT中文网			

Targeted Buyer Delegations

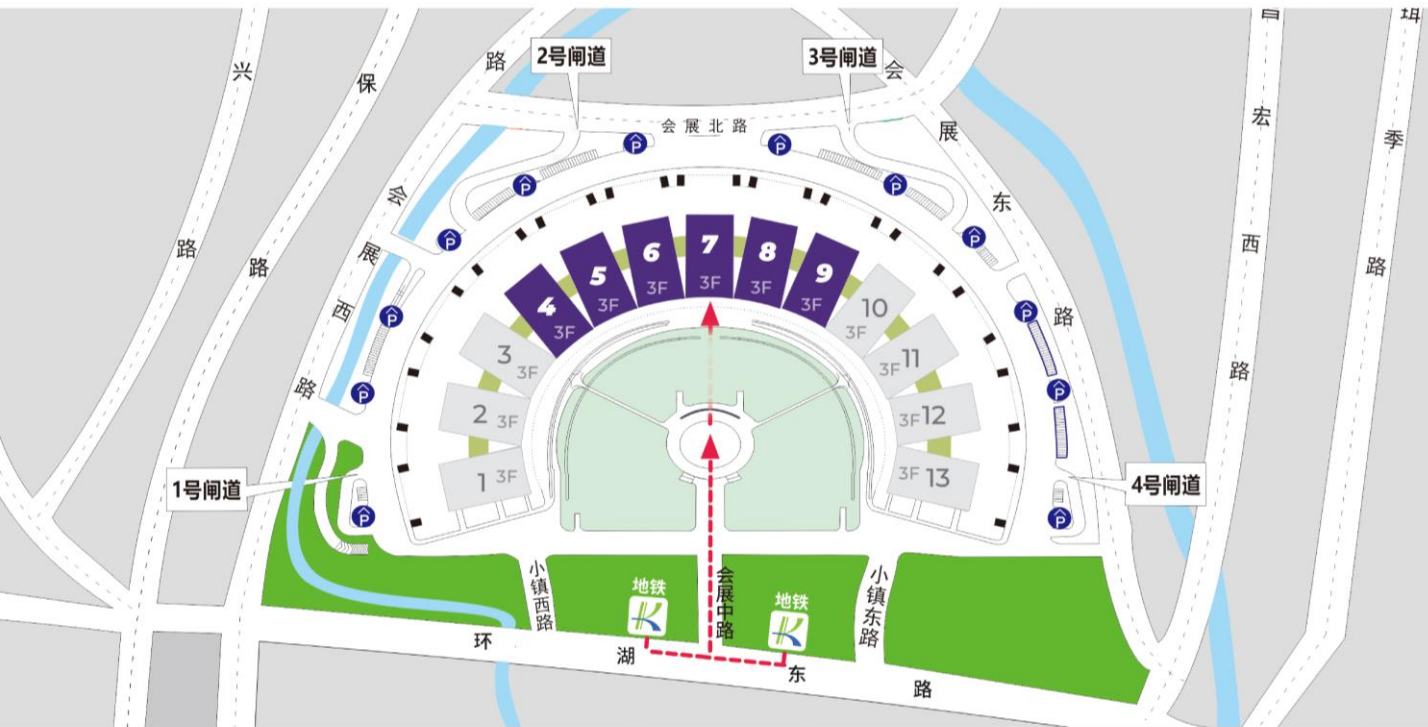


SEE YOU IN 2025

Date: 19 – 21 September 2025

Venue: Kunming Dianchi International Exhibition and Convention Center

2025 Floor Plan



Hall 4 Coffee

Hall 5 Tropical Plants

Hall 6 Yunnan Flowers

Hall 7 International Brands/Flower & Plant/Training/Floristry Consumables

Hall 8 Growing Machinery & Technology/Consumables

Hall 9 Growing Machinery & Technology/Consumables



IFEX

Contact us

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