



12th-14th July, 2019 | Kunming, China

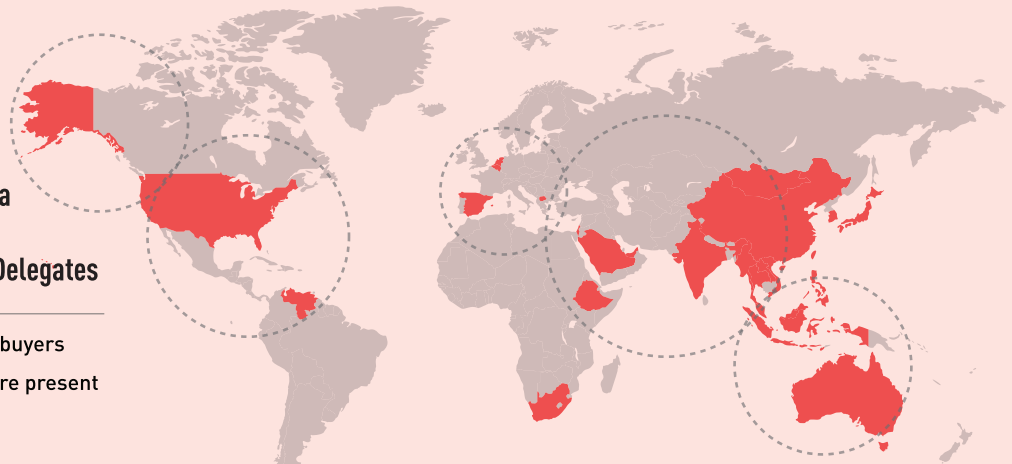
2019 Kunming International Flower Expo Of China

Post-show Report

400 Exhibitors
50,000 m² Exhibition Area
20,370 Trade Visitors & Delegates

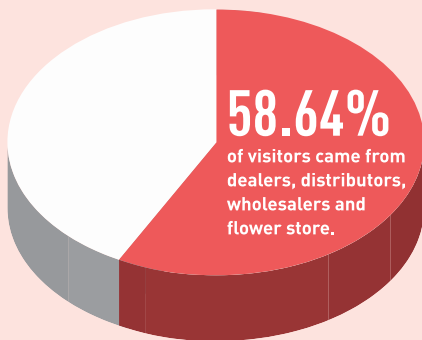
A total of 20,370 visitors and trade buyers from **28** countries and regions were present throughout the three-day event.

Visitors represented all major flower-consuming countries and emerging markets across Asia.



Visitor Breakdown by Industry

Flower Shops	27.8%
Traditional Dealers/Distributor	17.58%
Wholesalers	13.26%
Flower Breeders & Growers	9.52%
E-commerce	6.53%
Others	6.50%
Floral Training Schools	5.36%
Import/Export	4.54%
Online Stores/WeChat Shop	4.15%
Flower Processing	2.29%
Equipment Manufacturer	1.79%
Logistics	0.68%



5,500 visitors were procurers for floral retail shops.

6,200 were dealers, distributors, and wholesalers, whose presence as trade visitors played a significant role in promoting the floral market.

Organized by Yunnan World 'Green Food Brand' Leading Office
 Agricultural and Rural Bureau of Yunnan Province

Managed by Yunnan Flower Technical Training & Extension Center

Reed Exhibitions
 励展博览集团

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Visitor Satisfaction



Exhibitor Satisfaction

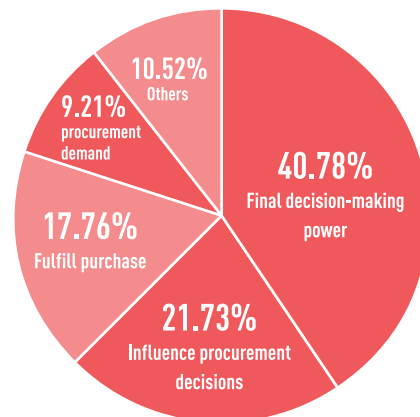


Which city do visitors most prefer as the host of KIFE?

54.25%
of visitors prefer Kunming as the top choice to host the show.



Visitor's Role in Making Purchasing Decisions

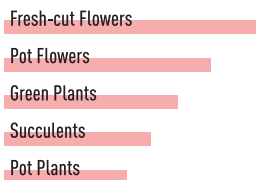


Over **70%** of visitors had power of make final purchasing decision, to demand procurement or to influence procurement.

Product Ranking by Visitor Interest



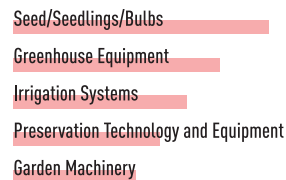
Flowers and Plants Top5



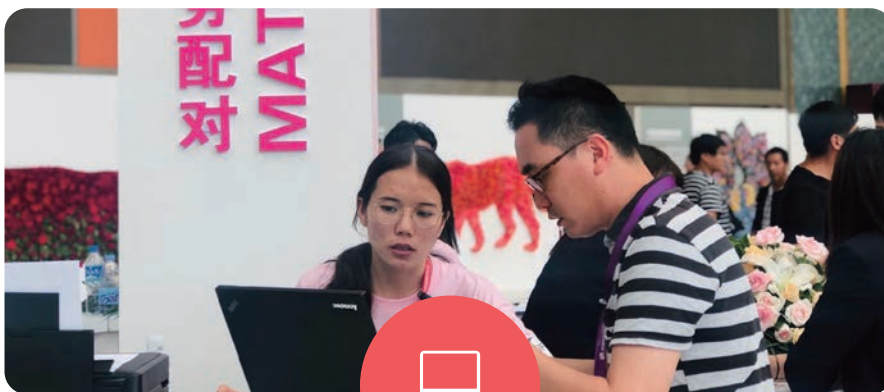
Floral Art and Materials Top5



Planting Techniques Top5



Matchmaking Service Analysis



Over **75%** of exhibitors benefited from business matchmaking services at KIFE 2019.



Thanks to the online matchmaking system, each visitor was able to meet with an average of **9.3** exhibitors.



A total of **106** matchmaking sessions was organized during the course of KIFE 2019.

★ Exhibitor Testimonials

Kunming Yang Chinese Rose Gardening Co., Ltd. Tong Zhou, GM

We come to KIFE every year. The show offers an effective platform for face-to-face engagement with customers. Thanks to the platform, we've gotten to know more people and build up our brand name. We have also enhanced our influence in the industry. We appreciate the good work by the organizer. Best wishes to KIFE to be even better in the future!



Deliflor (Beijing) Flora Co., Ltd./ 24 Flora Chen Lin, GM

I feel KIFE has had overall improvements this year, with high visitor numbers, together with high-quality organization and good service delivered by the organizer. We also enjoyed a lot of the onsite activities. We've met with high-quality wholesalers and new floral shop owners. I think we've achieved a lot. I hope we can grow together with KIFE. As a representative of the floral industry, I hope we can continue to use KIFE to promote Kunming's floral industry to the entire world. Best wishes to KIFE for an even better future!



Welpak Plastic Packaging (Shenzhen)Co., Ltd. Long Ruyi, GM

This year marks our first time participating in KIFE. We've showcased our brand name and strength at the show and accumulated rich customer resources. We are a professional floral packaging company. By using KIFE as our platform, we hope more people will get to know our good products so that we can achieve win-win results together.



Guangdong Q-Miss.Lin Tech-Cultural Co., Ltd. Lin Lina, Brand Founder

I'd like to thank KIFE for providing an effective business platform. From preshow to in-show and into the post-show period, we appreciate all of the organizer's hard work. We also see how KIFE is growing even more professional, featuring high-tech and an increasing international presence. We've achieved a lot here. In addition, thanks to the event's business matchmaking services, so many visitors have come to engage with us directly. Thanks to KIFE again. May the show become even better in future!



📷 Review of Activities

- ◆ Guest Country of Honor Program--Israel Day
- ◆ International Floriculture Forum
- ◆ How beautiful! It may be Japanese flowers
- ◆ Taiwan T.P.A Floral Performance
- ◆ China-Thailand Business Matching
- ◆ Horticultural Facility Forum
- ◆ Screen and Climate Control in Flower Greenhouse
- ◆ The 19th China Floriculture Retail Forum
- ◆ Hasfarm International Cup--Final
- ◆ Flower Base Visit



At the Fairgrounds

Officials Visit the Event



Opening Ceremony



Visitors Arrive at the Venue



Matchmaking

Flower Farm Visit



Visitor Delegations



Onsite Scenes



2020 KUNMING INTERNATIONAL FLOWER EXPO OF CHINA

SEE YOU NEXT YEAR | 10th-12th July, 2020

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