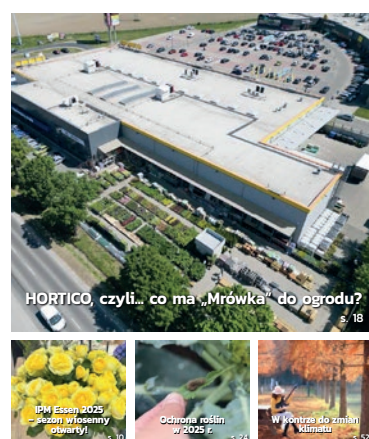


The Gardenia Fair
and the Lider Biznesu magazine
are a common space
for the gardening industry!

- @ over 25,000 newsletter recipients + direct access to e-issues
- at least 4,000 printed copies
- online edition on TargiGardenia.pl, GAShow.pl
- promoted posts on social media



Online edition



Innovations



Expert commentary



Advertising



Article



Interview



In order to promote and distinguish the most original ideas and innovative solutions on the market, Lider Biznesu – Ogrodniczy Magazyn Branżowy [Business Leader – Gardening Industry Magazine] awards one Trend Leader certificate in each issue.

Submit your product, innovation or service!

WHOM DO WE REACH?

- Owners and employees of garden centres, stores and wholesalers
- Nurserymen and producers of potted ornamental plants
- Managers of online garden shops
- Landscape architects and landscape maintenance companies
- Representatives of retail chains with 'house and garden' departments
- Authorities of horticultural associations and federations

MTP POZNAN EXPO GOLD MEDAL

is within your reach!
Reach for prestige and additional benefits!

Does your portfolio include innovative solutions for the horticultural industry made based on the highest technologies and unique recipes with quality that beats the competition? Take advantage of the benefits of the prestigious Gold Medal award and intensify promotional activities for the benefit of your business.

95% of the contest participants use the earned awards in their promotional activities!

55% of the contest participants declare an increase in the sales of the awarded products.



Exhibitors are offered the participation in **arranged business meetings with sales directors**, traders, purchase directors, owners of garden centres, DIY retail chains, wholesalers and horticultural nurseries from Western Europe (**Germany, France, Spain, the Netherlands, Belgium**), Scandinavian and Baltic countries (Denmark, Sweden, Norway, Finland, Lithuania, Latvia and Estonia), as well as from the Czech Republic, Slovenia, Slovakia, Austria, Hungary or Great Britain.

WE PROVIDE PROGRAM PARTICIPANTS WITH:

- FLIGHT AND HOTEL ACCOMMODATION
- TRANSPORTATION TO AND FROM THE FAIRGROUNDS
- PROGRAMME OF VISITING TAILORED TO YOUR BUSINESS PROFILE
- MATCH-MAKING MEETINGS

AT THE SAME TIME: POLECO

Symbiosis with the POLECO Fair – the largest and most important meeting place for representatives of legislative institutions, local governments and representatives of the world of business, science and education directly related to the environmental protection and municipal economy industries.

Contact us: Ask for a promotional offer!

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We are part of:



GARDENIA

INTERNATIONAL GARDEN AND LANDSCAPE ARCHITECTURE FAIR

15-17.10.2025

INVITES YOU

mtp
GRUPA



Green wellness.

Healthy balance in a green environment.

Location: **mtp** Międzynarodowe Targi Poznańskie

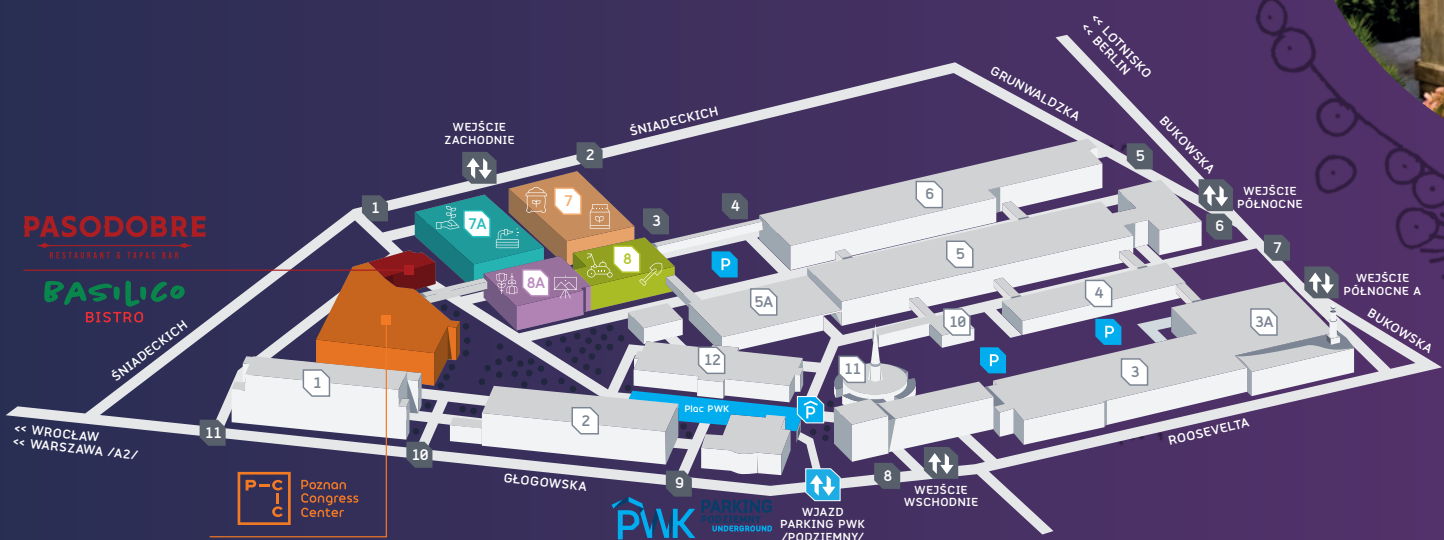
www.TargiGardenia.pl

[f](https://www.facebook.com/TargiGardenia) [i](https://www.instagram.com/TargiGardenia) [in](https://www.linkedin.com/company/TargiGardenia) / TargiGardenia



What's new?

- a space for presenting new plant products and examples of their exhibition in gardening centres
- contracting zone for retail chains
- relaxation area in the garden with spa & wellness products
- a sustainable, eco-friendly approach to gardening
- home and garden decoration exhibition



URBAN GARDEN ART

A meeting of administrators, activists and experts on urban greenery. The eighteenth edition of the Urban Garden Art Forum, organised by the Zielen Miejska (ABRYS) magazine and the Gardenia Fair, which addresses the most important issues of designing and maintaining the vegetation in urban spaces.

LANDSCAPE ARCHITECTURE

The Gardenia Trade Fair is a space for top landscape architecture know-how. Knowledge straight from the best architects of Poland and Europe, sample projects, innovative methods and design styles, as well as a dose of plant, spatial and ecological inspiration.



GARDENIA

INTERNATIONAL GARDEN AND LANDSCAPE ARCHITECTURE FAIR



Gardenia 2024 in numbers:

247 exhibitors
nearly 8 500 visitors from 25 countries
4 stages with lectures and conferences
19 floristic shows



POLISH FLORISTIC CHAMPIONSHIPS 'COLOURS OF FREEDOM'



Co-organised with the Association of Polish Florists. The Polish Floristic Championships are the only event of its kind in the country! Fair participants will observe 3 days of competition between the best florists in Poland and abroad.



1:1 with experts

The Gardenia Fair is not only a presentation of the most interesting assortment in the gardening industry, but also an entire platform for the exchange of knowledge and experiences, including:

- conference for plant producers enriched with exhibition space for partners
- Speakers' Corner – 3 days of talks and debates about marketing, sales and psychology in horticulture
- industry lectures – premieres, top products and innovations discussed directly by their creators
- debate with the participation of associations and representatives of municipal structures
- certified training of the Federation of Polish Arborists
- Polish Floristic Championship 'Colors of Freedom' – co-organised with the Association of Polish Florists



GARDENIA FAIR VISITORS GROUPS



Garden centres, shops and wholesalers



Retailers and DIY chain stores



Urban greenery plants and authorities



Garden creation and maintenance companies



Landscape architects



Nursery owners, fruit growers and farmers



Machine dealers



Florist schools and florists



Foreign traders (as part of the Hosted Buyers programme)



Garden and greenery lovers