



*Expo Verde Mexico 2006 was held with the participation of 125 exhibitors involved in the production and marketing aspects of the flower growing, forestry, and gardening sector in general at the Maya 3 hall of the International Exhibit and Convention Center of the Mexico City World Trade Center from March 23 to 25.*

The purpose of this exhibit was to bring gardening professionals, landscape architects, department store buyers, and general public together with domestic and foreign flower, plant, and lawn growers and merchants, as well as with all those businesses related to this sector.

“We have people here from Morelos, Colima, the State of Mexico, and Puebla. We also have the support of the Flower Council of Holland which has a pavilion here, as well as exhibitors from France, Taiwan, and the embassies of the Low Countries and the French Fashion School”, stated Arturo Cardenas, director of [guiaverdemexico®](http://www.guiaverdemexico.com).

The organizers are seeking to attend a business niche that is neglected in Mexico. However, it entails a significant sector internationally that requires state-of-the-art technology and highly trained professionals.

“Expo Verde is the evolution of an original concept that only featured cut flowers. However, this sector is very large and also encompasses trees, plants, and lawns. [guiaverdemexico®](http://www.guiaverdemexico.com) is an integrating project of all the ornamental field”, he explained.

Although the target is the specialized sector, Expo Verde Mexico 2006 was open to the general public, which was able to appreciate a broad variety of ornate and cut plants, seeds for lawns, and for all types of flowers, notwithstanding that a world of possibilities can open up for future professionals. “Here, students may find an attractive professional option. Not all of us have to be lawyers or doctors. This is a very large area with many alternatives, but the best thing is that it is a very gratifying activity”, he stated.

The event included a seminar from 10:00 AM to 2:00 PM on Friday, the 24th, addressed to professionals of the sector, which had four Dutch exhibitors who spoke about the competitive quality of the European market, variety rights, quality systems, post-harvest care, and finally the importance of the Mexican market from a European perspective.

Cardenas pointed out that Holland is in first place on the so-called “green market”. Despite being a young nation in this type of business, Mexico is in 19th place on a list of 80 growing countries. Moreover, we were informed that the world leader in cut flowers is Holland, followed by Colombia and Ecuador, as well as some African nations.

The organizing committee informed us that 7,374 visitors were recorded over the three days of the event, which attracted great interest. Thus, the second edition promises to be even better and *greener* in 2007, stated the interviewee.

Expo Verde was presented in the Maya 3 hall of the International Exhibit and Convention Center of the Mexico City World Trade Center from 11:00 AM to 8:00 PM.

*If you want to see some photos of the exhibition, please visit the following link:*

<http://www.guiaverdemexico.com/expoverde2006img.htm>