Global floriculture innovations under spotlight at 23rd Kunming International Flower Expo

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The 23rdÂ Kunming International Flowers & Plants Expo (IFEX) and China Kunming International Flower Expo (KIFE) will take place fromÂ September 19 to 21, 2025, at the Kunming Dianchi International Convention and Exhibition Center. The event is set to bring together over 500 exhibitors from countries including theÂ United Kingdom,Â the Netherlands, andÂ France, positioning Kunming once again at the heart of global horticultural innovation and trade. Kunming,Â locatedÂ inÂ Yunnan,Â theÂ floralÂ heartlandÂ ofÂ China,Â playsÂ aÂ pivotalÂ roleÂ asÂ aÂ majorÂ flowerÂ distributionÂ

As one ofÂ Asia'sÂ leading floral industry events, this year's KIFE/IFEX will span 60,000 square meters. The expo will feature specialized exhibitions, industry forums, interactive experiences, and live demonstrations, providing a comprehensive platform for showcasing global advancements in floriculture and fostering international trade cooperation.

TheÂ eventÂ willÂ featureÂ strongÂ internationalÂ collaboration,Â withÂ FranceÂ asÂ theÂ guestÂ countryÂ ofÂ honor.Â NationalÂ p edgeÂ horticulture,Â networkÂ withÂ farmÂ managersÂ andÂ breedersÂ leadingÂ Asia'sÂ floralÂ revolution,Â andÂ gainÂ exclusiveÂ the-scenesÂ access.

Some of the highlights are;

- New Plant Variety Protection inÂ ChinaÂ (Floriculture) â?? Exploring strategies for IP protection in flower breeding.
- Modernization of Floriculture Infrastructure â?? Highlighting the latest in agricultural technology.
- Digital Empowerment of Horticulture â?? Examining digital transformation across the industry.

- E-commerce Marketing forÂ China'sÂ Floral Industry â?? Insights from top platforms and livestreaming influencers.

VisitorsÂ toÂ theÂ eventÂ canÂ benefitÂ fromÂ fullÂ industryÂ coverage,Â engagingÂ withÂ overÂ 6,000Â distributorsÂ forÂ compreh themedÂ floralÂ souvenirs,Â willÂ enhanceÂ theÂ visitorÂ experience. With a strategic vision to becomeÂ Asia'sÂ leading flower trade hub, KIFE and IFEX aim to foster collaborative growth through innovation and global partnerships.

The event is collocated with "**2025 Asia International Tropical Plants Expo"** which will invite well-known enterprises fromÂ Thailand,Â Malaysia,Â Indonesia,Â Brazil,Â PanamaÂ and other hot plants of the main places of origin exhibitors. **Â 2025 Yunnan International Berry Expo:**Â Centered on blueberries and encompassing other small berries such as strawberries, raspberries, and blackberries, the expo is a premier international event dedicated to the berry industry. It aims to showcase the latest global research achievements, technological applications, and market trends in the berry sector, providing a platform for communication and collaboration across the global berry industry chain. At the same time as the expo, The 2nd Yunnan International Blueberry Industry Development Conference will also be held. Past speakers have included, amongst others,Â Fall Greek, Planasa, Legro, Originalius, Haygrove, PLASTIKA, Joyvio Group, and SF Express.