GreenTech - AIPH

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Content

1. GreenTech – 4 editions
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4. Dutch Horticulture in week 24, GreenTech 2020
5. Questions?
GreenTech
TRADE SHOW 11-12-13 JUNE 2019
Visitor profile (N200)

Company - number of employees

- 1 – 4 employees: 20% (2019), 19% (2018)
- 26 – 100 employees: 22% (2019), 23% (2018)
- More than 1000 employees: 10% (2019), 9% (2018)

Decision making role

- 2019: 21% No, 19% Yes, advisor, 30% Yes, joint decision maker, 31% Yes, final decision maker
- 2018: 20% No, 19% Yes, advisor, 30% Yes, joint decision maker, 31% Yes, final decision maker

Growertype (indication)

- Cannabis: 32% (2019), 49% (2018)
- Flowers: 17% (2019), 17% (2018)
- Vegetables: 8% (2019), 12% (2018)
- Other: 4% (2019), 4% (2018)

Visitors 2019

- National: 52%
- International: 48%
Marketing communication

- Visitors: 12,489 professionals (+20%) 114 countries 2018: 10,465 and 112 countries
- E-blasts
- PR Kit Exhibitors
- On and offline media ads
- Press releases
- Content creation
- Podcasts
- etc
2. AIPH & GreenTech

![GreenTech Logo]

![AIPH Logo]

![Image of two people at an event]

![Floral and geometric designs]
3. Dutch Greenhouse Delta
4. Dutch Horticulture week 24, GreenTech 2020
5. Questions?