



# CONGRESO DE PLANTAS ORNAMENTALES FOLLAJES Y FLORES



## OBJECTIVE

To transform the Congress into a Regional Trade Fair for Ornamental Plants, Foliage, and Flowers, positioning Guatemala as the leading business and export hub for the sector in Central America. The initiative aims to drive economic growth, enhance the competitiveness of local producers and exporters, and strengthen ties with key international markets.

**Value Proposition:** A unique business space in Central America that combines a high-level technical congress with an international commercial platform.



# PARTICIPANTS



- Producers and Exporters from Central America
- Local Traders
- Farm Technicians
- Agricultural Professionals
- International Buyers





## CONFERENCE PROGRAM (DAY 1)

Keynote Presentations  
Technical Lectures  
Business Meetings (with international buyers)

## FIELD TOURS (DAY 2)

Visits to farms

## NETWORKING ACTIVITIES

Lunch  
Coffee Break  
Cocktail Reception

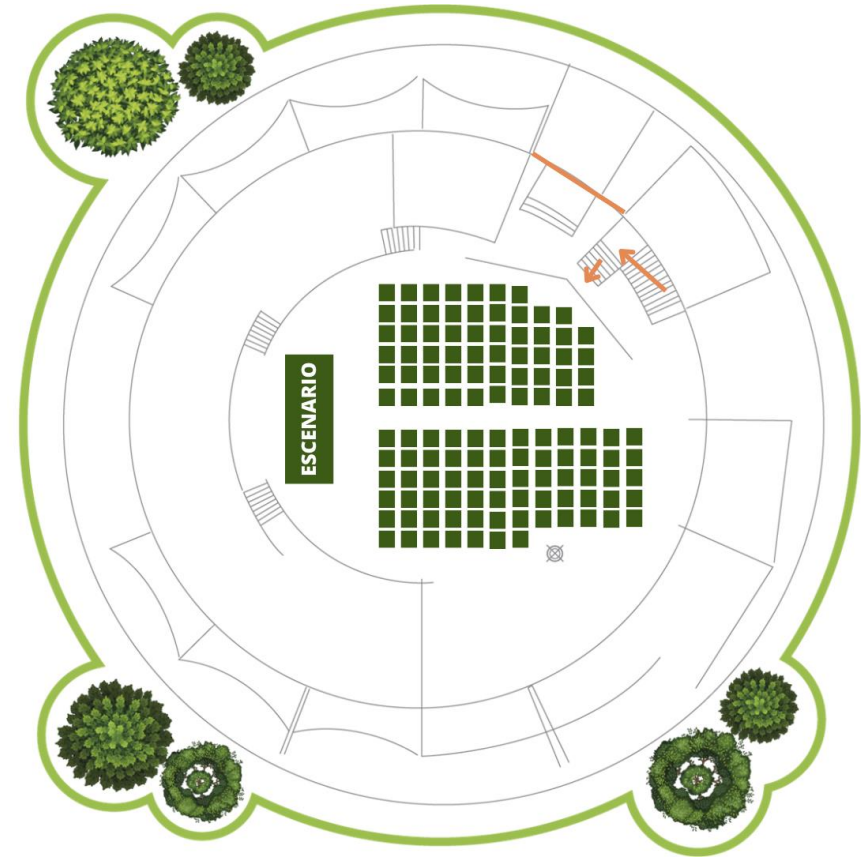
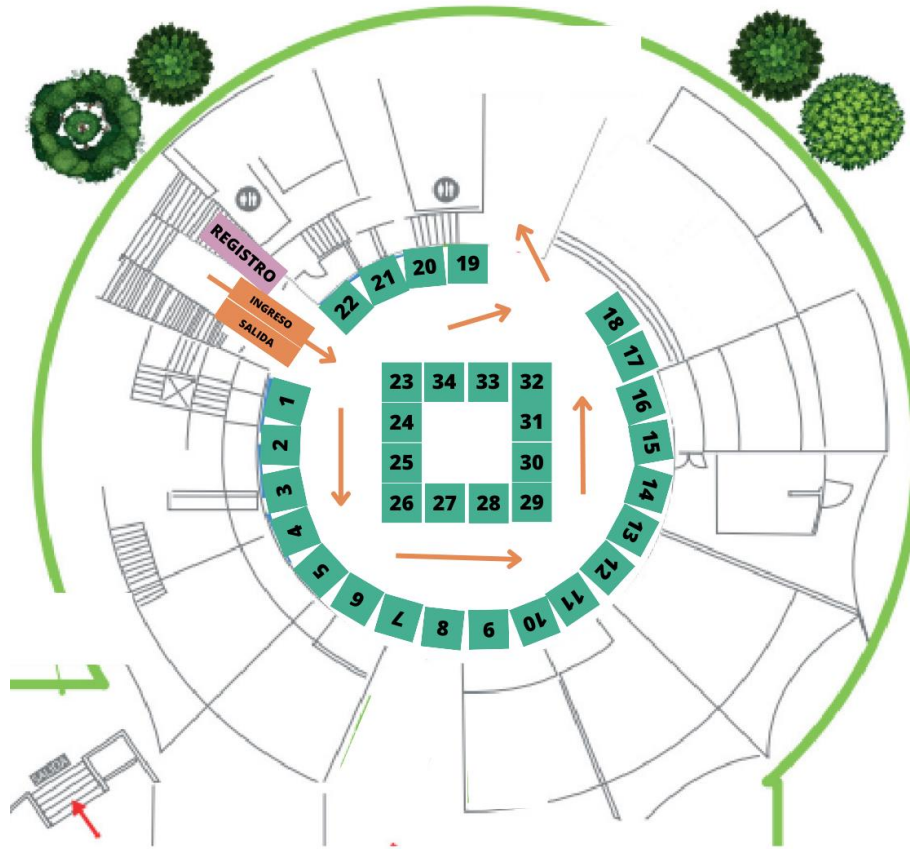
## EXHIBITION FLOOR

Displays by medium and large producers from Central America  
Exhibitors of supplies, services, etc.

# ACTIVITIES



# EXHIBITION FLOOR







# HACER DE GUATEMALA UN PAÍS EXPORTADOR

