

## Business program

updated on 27.03.2024

**Wednesday, April 10**

Time	Theme	Location
9.30	<b>Exhibition opening</b>	
10.00	<b>Official opening ceremony of exhibitions</b>	Stage
<b>10.00 - 18.00</b>  10.00 - 12.00 12.30 - 14.30 15.15 - 16.45	<b>Kazakhstan Florist Championship «Altyn Gul-2024»</b> The common theme of all competition tasks «Modern Wedding»: Completion of competition tasks by participants: <ul style="list-style-type: none"> <li>• Composition for wedding celebration</li> <li>• Modern wedding bouquet</li> <li>• Surprise task.</li> </ul>	Championship area
<b>11.00 - 16.00</b>	<b>Conference «Sustainable planting material in the conditions of the Republic of Kazakhstan»</b>  Moderators: 1. Kulbagira Kalieva, Director of Astana Exp 2. Kamilya Dzhakupova, Head of Marketing Department of Astana Botanical Garden.  11.00 - 11.10 Welcome speech - Kulbagira Kalieva  11.10 - 11.30 "Greening Charter of Astana city", Elnar Bazyken, Head of the "Astana Urbanism Center"  11.40 - 11.50 "Involving citizens and business in the process of greening the city", Aslan Kandygulov, Director of the Center for Urban Sustainability  12.00 - 12.20 "Astana = garden city!?", Gulnara Ospanova, Shareholder of JARDIN DESIGN & PRODUCTION LLP, Kazakhstan  12.30 - 13.00 "On the further development of the planting material industry", Erlan Maratovich Ospanov, Shareholder of JARDIN DESIGN & PRODUCTION LLP, Kazakhstan  13.00 - 14.00 Break  14.00 - 14.20 "Top 20 shrubs for hedges in the conditions of the Northern Kazakhstan region", Kebekbaev Amanzhol -	Conference hall No.1 (2nd floor)

Time	Theme	Location
<p>14.30 - 14.50</p> <p>15.00 - 15.20</p> <p>15.30 - 16.00</p>	<p>Chairman of the Board of Kondratov Experimental Forest Nursery LLP, Kazakhstan</p> <p>“Perennials in the city. Beautiful and hardy”, Olga Karaseva, commercial director, “Vladislav Kovalchuk Nursery”, Russia, Moscow region</p> <p>“Prospects for the use of planting material of trees and shrubs of the Astana Botanical Garden”, Kanat Akhatov, Head of the Dendrology Laboratory, Botanical Garden of Astana, Kazakhstan</p> <p>“Planning plantings in a nursery and garden center. Accounting and implementation without complications. Theme for garden centers and nurseries”, Alexander Krasnoborodko, co-founder of INSPIRO, Russia</p>	
<b>11.00 - 12.00</b>	<p>Ionitoponics technology is a new era in crop production. ZION ionite substrates: key advantages and uses in crop production. Speaker: Igor Melnikov - Candidate of Chemical Sciences, CEO of the ZION Holding Group of Companies.</p> <p>How and what fertilizers to use when growing orchids. Speaker: Raj Martirosyan - Orchid growing expert, founder of the greenhouse for the cultivation of Asian orchids Orchorai (Russia)</p>	Stage
<b>11.00 - 12.00</b>	<p>“How to buy flowers from Ecuador, Holland, Kenya and Colombia at the BEST PRICES” Speaker: Biflorica company (Russia)</p>	Open Space
<p><b>12.00 - 16.00</b></p> <p>12.00 - 13.15</p> <p>13.20 - 14.00</p> <p>14.00 - 14.30</p> <p>14.30 - 15.00</p> <p>15.10 - 15.40</p>	<p><b>Netherlands Day - Presentations by Dutch flower and plant producers</b> with the support of the Embassy of the Kingdom of the Netherlands in the Republic of Kazakhstan</p> <p>Daan Kneppers - Green Works International (Netherlands) "Growing Peonies and Ranunculus"</p> <p>Warja Abrosimova - Decorum Company, “New products from top manufacturers of plants and flowers from the Netherlands”</p> <p>Coffee-Break</p> <p>Jeroen Boon - Business Development Manager at Royal Flora Holland, “Features of the Dutch auction in the new realities. Logistics routes”</p> <p>Jaco Leenen - Компания WF LEENEN "Growing daffodil bulbs"</p> <p>*Simultaneous translation *Changes in the sequence of performances are possible</p>	Conference hall No. 2 (2nd floor)
<b>13.00 - 13.40</b>	<p>Master class: Varieties of orchid transplants. Speaker: Raj Martirosyan</p>	Stage
<b>14.00 - 15.00</b>	<p>Warja Abrosimova «Assortment of top flower producers from Netherlands», Decorum Company</p>	Stage

Time	Theme	Location
<b>15.10 - 16.40</b>	Masha Vinokur and Elya Yamileva "PROMISING ORGANIC METHODS FOR CREATING FERTILE SOIL" Online gardening school Strogoorganic	Stage
<b>17.00 - 17.30</b>	Master class: The secrets of growing orchids at home and in greenhouses. Speakers: Raj Martirosyan, Igor Melnikov.	Open Space
<b>18.00</b>	<b>Closing of the first day</b>	

### Thursday, April 11

9.30	Exhibition opening	
<b>10.00 - 10.30</b>	Master class: Orchid from A to Z Speaker: Raj Martirosyan.	Open Space
<b>11.00 - 13.00</b>	<b>Seminar «Forcing bulbous tulips all year round. How to achieve success»</b>	Open Space
11.00 - 11.40	«Little tricks for forcing tulips or how to get a high-quality tulip and not only by March 8» Speaker: General Director - Oleg Mitrofanov, Galantus Group of Companies, (Russia)	
11.40 - 12.00	«Forcing tulips: opportunities as an exporter» Speaker: Roman Shpak, Nahodka Polesiya (Belarus)	
<b>11.00 - 13.00</b>	<b>Kazakhstan Florist Championship «Altyn Gul-2024»</b>	Stage
11.00 - 12.00	Judging and showing the competitors' works	
12.30 - 13.00	Award ceremony for the competitors and winners of the Championship	
<b>13.00 - 13.50</b>	Show of the Collection "Blooming Tulips" by Kazakh designer Aidarkhan Kaliev, brand "ASPARA", LLP "Research and Production Center for Fashion and Assortment "Asyl-Design", Taraz & Fashion Provocation Model Agency, Astana	Stage
<b>14.00 - 15.00</b>	Warja Abrosimova "Assortment of top plant producers from the Netherlands", Decorum Company (Netherlands)	Stage
<b>14.00 - 15.00</b>	<b>FloraTalks: Development of the flower business, increasing sales, digitalization and optimization of the work of wholesale stores.</b>	Open Space
14.00 - 14.40	"How to successfully sell luxury segment roses" Speaker: Leonidas Marcelo Tapia, President of Rosas del Corazon Plantation (Ecuador)	
14.50 - 15.20	"Scaling the flower business. Why is it important to choose a program for florists to grow" Speaker: Alexander Krasnoborodko, co-founder of INSPIRO (Russia)	
15.30 - 16.00	"Automation of flower wholesale" Speaker: Alexander Ganol, "Florist Cloud" (Kazakhstan)	
16.10 - 16.40	"How to buy flowers from Ecuador, Holland, Kenya and Colombia at the BEST PRICES" Speaker: Biflorica company (Russia)	

<b>15.30 - 16.30</b>	Presentation "The role of AMINO ACIDS in plant development" Speaker: Daria Ermilova, Head of TM AMINOSOL	Stage
<b>17.00 - 17.30</b>	Florist meet: A meeting of florists	Open Space
<b>18.00</b>	<b>Closing of the second day</b>	

## Friday, April 12

<b>9.30</b>	<b>Exhibition opening</b>	
10.00-13.20	<b>Conference «Sustainable development of environmentally friendly, organic and natural products in Kazakhstan»</b> Moderator: Dina Ogai - General Director of Helloeco, the first zero-waste store in Kazakhstan, eco-consultant  Speakers:  1. Alpysbay Bakhyt "Organic products as a source of energy, health and longevity", Founder of Green Corner  2. Gulnur Batyrshinova "Healthy nutrition = healthy children = healthy nation", Founder of Ecoshop, nutritionist  3. Eduard Chernyaev - "The Organism - as a single system How to help the whole body work effectively?" Director of Eco Health Concept  4. Renat Dzhaparov "Organics 2024: new trends and new challenges", Director of ORGANIC VILLAGE LLP  5. Ilya Pampur "Organics: what you should trust", Director of QAZAQ BIO CONTROL LLP  6. Arsen Kerimbekov "Healthy food = Organic food", Director of the Union of Producers of Organic Products of Kazakhstan  7. Ekaterina Vakhrusheva&Kamila Zhunusova "The influence of national Kazakh cuisine on the health of generations", nutritionist	Open Space
<b>11.00 - 11.30</b>	Master class: Orchid transplantation, new methods. Speaker: Raj Martirosyan.	Stage
<b>13.00 - 13.30</b>	Master class: Varieties of orchid transplants. Speaker: Raj Martirosyan.	Stage
<b>16.00</b>	<b>Closing of the second day</b>	

*\* The program may undergo changes and additions*

Организатор/Organizer:



Со-организатор/Co-organizer:



Генеральный спонсор/General sponsor:



Спонсор регистрации/Registration sponsor:

