

26 September 2018

PRESS RELEASE:

International Floriculture Forum 2018: Keynote speakers announced!

The organisers of the International Floriculture Forum, which will be held on 6 November afternoon at the IFTF auditorium, are pleased to announce the confirmed line-up of high-level keynote speakers, who have all accepted the invitation to contribute to a stimulating industry conversation on 6 November afternoon. They will all be ready to share their views with the audience on major ongoing and upcoming changes in the fields of logistics, trade & markets and product innovation:

- **Pieter Elbers, CEO of KLM**, will open the afternoon on the topic of “Logistics & freight” and share his views on the most important developments in airfreight and their impact on the logistics, transport and international floriculture supply-chain.
- **Marco van Zijverden, CEO of Dutch Flower Group** and **Jonathan Ralling, International Commercial Director of Flamingo Horticulture**, will discuss a variety of issues related to the topic of “Trade & markets” and share their views on ongoing and future challenging dynamics for the international floriculture trade.
- **Micha Danziger, Chairman of the Board of Directors of Danziger** and **Hans van den Heuvel, Managing Director R&D of Dümmer Orange** will address the topic of “Product innovation” and share their perspectives on developments in ornamental breeding and their impact on ornamental production and markets.

Professional moderator Simone van Trier will conduct the programme and facilitate interaction with the audience to ensure a dynamic and stimulating afternoon for top management and decision-makers across the international floriculture value-chain.

Don't miss out and join the conversation on 6 November afternoon!

Register here: www.floriforum.com

The International Floriculture Forum will take place on Tuesday 6 November 2018 from 13h30 to 16h30 in the auditorium of Expo Haarlemmermeer (IFTF Fairground) in Vijfhuizen, the Netherlands.

Registration is still open and free of charge. But due to limited capacity and high-level of interest from the international flower industry, it will be open to qualified participants only and subject to admittance confirmation.

The International Floriculture Forum is organised by Union Fleurs, the international flower trade association. HPP Exhibitions facilitates and sponsors the Forum and Hortipoint, known for publications such as ‘Vakblad voor de Bloemisterij’ and Floribusiness, acts as media partner.

29 August 2018

PRESS RELEASE:

International Floriculture Forum 2018: How can the international floriculture industry respond to an ever-changing international environment and challenging dynamics?

On the eve of IFTF, the world's most important trade exhibition for international flower growers and buyers, Union Fleurs is organising, in cooperation with HPP Exhibitions and Hortipoint, the International Floriculture Forum 2018. Held in the auditorium of Expo Haarlemmermeer in Vijfhuizen, the Netherlands during the afternoon of Tuesday 6 November, the Forum will host a range of high-level speakers who will be invited to share their views with the audience on major ongoing and upcoming changes in the fields of international trade, logistics and product innovation.

What do ongoing developments like rising protectionism at global level and Brexit mean for the international floriculture trade? How will logistics respond to a changing business and international environment? What impact will the consolidation of breeding companies have on product innovation? These are some of the questions that will be addressed by the speakers during the Forum.

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