



PRESS RELEASE

4 June 2019

FOR IMMEDIATE RELEASE

Floriforum is back in 2019, focusing on customer dynamics

Union Fleurs, the International Flower Trade Association, is pleased to announce that the Floriforum will be back by popular demand for a second edition. It will take place on Tuesday 5 November 2019 (14h-17h) at the IFTF Auditorium in Expo Haarlemmermeer, Vijfhuizen, the Netherlands. Focusing this year on customer dynamics, the conversation will aim to explore how the global floriculture supply-chain can adapt and thrive in an environment of shifting paradigms.

On the eve of the opening of IFTF, the world's most important trade exhibition for international flower growers and buyers, Union Fleurs - the International Flower Trade Association is organising the Floriforum for the second year in a row, offering a space where the international floriculture industry meets for an open conversation on changes and challenges.

With a shorter and catchier name, the second edition of Floriforum will be powered to be again a truly international event where current and future dynamics in and around the floriculture industry are discussed.

"Global issues for the industry need to be discussed in a global forum & addressed globally", acknowledged one of the participants to the 2018 Floriforum, where 5 high-level speakers engaged in a conversation with an international audience of 250 attendees from 38 countries on the topics of international trade, logistics and product innovation.

It is at the core of Union Fleurs' mission as the International Flower Trade Association to create such a global platform to facilitate an exchange of views on the various changes and challenges that the floriculture industry is facing. For the second edition, the focus will be on customer dynamics and the conversation will aim to explore how the global floriculture supply-chain can adapt and thrive in an environment of shifting paradigms.

Union Fleurs – International Flower Trade Association is the international umbrella organisation for national associations and companies active in the floricultural trade.

We believe that moving the industry forward is best done collectively. To stimulate this, we provide forward-thinking professionals from floriculture businesses with an international forum to:

- Stimulate exchange of views and share ideas;
- Challenge the traditional state of play and perspectives on the industry by confronting views on relevant ongoing and future developments either within the industry or at global level;
- And create opportunities for attendees to network with peers as well as (prospective) clients and suppliers.

Don't miss out! Make sure to mark 5 November 2019 14h-17h in your diary and to join the conversation!

Registration will open in July 2019. More information on the programme and speakers' line-up will follow. In the meantime, check out our dedicated website www.floriforum.com regularly for updates.

Floriforum is organised by [Union Fleurs, the International Flower Trade Association](#), and sponsored by [HPP Exhibitions](#).



For further information, please contact:

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Note to the editors:

Union Fleurs – International Flower Trade Association is the international umbrella organisation for national associations and companies active in the floricultural trade. The general mission of Union Fleurs is to represent, promote and defend the worldwide interests of traders and wholesalers in cut flowers, cut foliage and pot plants.

Union Fleurs was founded in 1959 in Brussels and has nowadays members in 20 countries worldwide (in Europe, Africa, Middle-East, South and North America, and Asia). Within its membership, Union Fleurs gathers over 3.000 companies worldwide, of which more than 1,500 floricultural traders and wholesalers in the EU. Members account for more than 80% of the total value of the worldwide trade of cut flowers and pot plants.

More information on Union Fleurs is available at: www.unionfleurs.org



Floriforum[®]
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TUESDAY
5 NOV 2019
14H00 - 17H00

#floriforum2019

IFTF Auditorium
Vijfhuizen,
the Netherlands

www.floriforum.com

Registration will open in July 2019
Stay tuned for more information!

Organised by:



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HPP Exhibitions

www.hppexhibitions.com