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## FloraCulture International (FCI) and AIPH Announce Tour of Netherlands' Ornamentals Nurseries and GreenTech 2019

FloraCulture International (FCI), leading global trade magazine for the horticulture industry, has developed a programme of professional visits in the Westland Region, an area of the Netherlands dubbed the country's 'Greenhouse Capital'.

FCI Tours are organised in partnership with the International Association of Horticultural Producers (AIPH) and in collaboration with GreenTech 2019, the AIPH approved (D category) international horticultural trade show.

Offering years of expert knowledge of the horticulture industry, FCI has developed an inspiring and informative three-day programme which includes: Anthura, Beekenkamp Breeding, Schneider B.V., Lily Looks, Royal Flora Holland, LMC Chrysantem, Fransen Roses, Dynaplant and the AIPH International Grower of the Year 2018 Ter Laak Orchids.

The tour also includes a full day at the international horticultural tradeshow 'GreenTech' at RAI Amsterdam. GreenTech is a showcase for businesses at the forefront of the horticulture industry, including many Dutch greenhouse builders and suppliers. The show's pavillions offer a specific look at industry trends and developments in areas such as organic, cannabis and vertical farming and precision horticulture. The show also has three theatres dedicated to disseminating knowledge on the latest topics from around the world. The show provides ideal networking and learning opportunities in the fields of horticultural technology and innovation for over 11,000 visitors.

FCI Tours will also provide breeders, propagators, developers and exporters looking to develop their business and markets with a unique behind-the-scenes view of some of the world's leading ornamentals producers. The visits will assist others operating in the industry by providing invaluable insights for benchmarking, knowledge sharing, technology and innovation adoption and much more" says FCI Editor Ron van der Ploeg.

Places on the tour are limited so early booking is advised. Prices cost €975 per person (inclusive of vat & taxes, based on single room occupancy. Double occupancy costs an additional €30 per night). Prices include: accommodation for three nights with breakfast (10 – 12 June inclusive) at the Mercure Hotel, the Hague; transportation for visits with a tour guide to nurseries (11 and 13 June), coffee/tea at nursery visits and lunch; entry and transportation to GreenTech (12 June).

For information and to book visit: [www.aiph.org/aiph-events/fci-tours](http://www.aiph.org/aiph-events/fci-tours) or contact Treve Evans, AIPH International Relations Manager: email: [treve.evans@aiph.org](mailto:treve.evans@aiph.org) or tel: +44 (0) 1256 776160.

ENDS.



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**Notes for Editors:**

**FloraCulture International (FCI)**

FCI is a media outlet, published by AIPH, providing the latest industry news via its website and indepth industry analysis through a bi-monthly print and digital magazine which is distributed worldwide. The magazine has been running for almost three decades and has an estimated 100,000 readers.

**International Association of Horticultural Producers (AIPH)**

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing

plants that enhance lives, advance societies and sustain our planet, for this generation and the next.

### **AIPH Approved Events - D Category**

Since 1960 the International Association of Horticultural Producers has been mandated by the Bureau of International Expositions to approve world horticulture expositions. In this role AIPH ensures these events are run to the highest standards for the overall benefit of the global horticulture industry, hosting regions, event organisers and visitors. AIPH approved events are supported by AIPH in regulatory, monitoring and promotional fields. AIPH approved D category events are horticulture trade exhibitions. For full details of AIPH approved events visit: [www.aiph.org/events/exhibitions](http://www.aiph.org/events/exhibitions).