

# Are you also planning to attend the very first World Floral Summit?

Invitation

For one week in November, Aalsmeer will be the epicenter of the floriculture industry, featuring the first World Floral Summit (WFS) on Tuesday, 7 November. The evening will be dedicated to the Dutch Tulip Award, followed by the three-day annual Trade Fair.

The most important international organizations in the field of floriculture will convene at the WFS. This year's theme is vertical integration in the floriculture industry. The WFS, preceding the annual Trade Fair of 8 to 10 November, will take place on 7 November from 1:00 pm to 4:30 pm.

## Programme

**1:00 pm** Welcome

**1:20 pm** Opening by the days chairman  
Jaap Kras

**1:30 pm** 10 minutes introduction by the participating and organizing organizations:

- Fleuroselect, Jean Francois Ignasse, Vice president
- Ciopora, Steve Hutton, President
- ALPH, Bernard Oosterom, President
- Royal FloraHolland, Lucas Vos, CEO
- Union Fleurs, Herman de Boon, President
- Florint, Mark Ward, President

**2:45 pm** Coffee break

**3:00 pm** Guest speaker: prof. J. Rotmans, Professor Sustainable transitions and system innovations

**3:30 pm** Lucas Vos, CEO Royal FloraHolland, main developments in floriculture

**4:00 pm** Panel discussion with leading players from the participating organizations

**04:30 pm** Closing and informal drinks

Please register before 24 October via **this link!**

**Tuesday, 7th November 2017**

**Time:** 1:00 pm to 4:30 pm

### Location:

Royal FloraHolland Aalsmeer  
Legmeerdijk 313  
1431GB Aalsmeer  
The Netherlands

