



04 February 2015

AIPH 2015 Spring Meeting in Paris

Next month organisations representing growers of ornamental horticultural crops will be meeting at the International Association of Horticultural Producers (AIPH) Spring Meeting in Paris, France.

The event will take place at the Marriott Paris - Opera Ambassador Hotel, Paris, from 18-19 March 2015 with the following schedule:

- 18 March - AIPH Spring Meeting and dinner
- 19 March - AIPH Expo Conference and dinner

The Spring Meeting will offer valuable information from expert speakers with plenty of opportunity to discuss the big issues facing the industry. It will also feature the unveiling of the new AIPH strategy and brand.

Welcoming guests, **Ms. Isabelle Descamps, Director General, PromoJardin** will make a presentation on the ornamental plant market in France. There will also be a discussion surrounding the issues of concern to growers in France and initiatives to tackle these.

Following a General Meeting, AIPH Committees will present on current activities:

The Environment & Plant Health Committee will discuss the certification of growers in particular. In many countries growers have been forced to or chosen to be part of certification schemes. **Mr. Jeroen Oudheusden, Executive Officer of the Floriculture Sustainability Initiative** will provide an update on FSI, explain how schemes compare and where the future lies for grower certification.

The Novelty Protection Committee will see a presentation by **Mr. Martin Ekvad, President of CPVO (EU Community Plant Variety Office)** who will be speaking about involving stakeholders in the EU PVR system as well as an update on AIPH EU lobbying work for growers in this area.

The Green City Committee will review international developments in promoting the importance of trees and plants in urban areas and review plans for future Green City conferences.

The Marketing Committee will review the new AIPH guide for organisers of international horticultural expos as well as well ways to further promote the sector through these major events.

The event will also see the first ever AIPH Expo Conference filled with talks from experts providing valuable help and support to those organising expos or considering making an application.

AIPH is changing to be even more relevant and vital for grower and landscape associations all over the world as well as those with an interest and involvement in ornamental horticulture. In line with this, AIPH has just launched a new Affiliate Member category and invites interested parties to join them at the meeting.

For more information about the AIPH Spring Meeting or to book visit
www.etouches.com/aiph-springmeeting-paris2015

For more information about the AIPH Expo Conference or to book visit
<https://www.etouches.com/aiph-expo-paris2015>

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Notes for Editors:

International Association of Horticultural Producers (AIPH)

AIPH is a co-ordinating body representing horticultural producers' organisations all over the world. It was set up in Switzerland in 1948 to stimulate the international marketing of flowers, plants and landscaping services. Currently membership consists of 26 organisations from 19 countries. For further details visit www.aiph.org.