



22 September 2015

67th AIPH Annual Congress

20th – 23rd October 2015, Stresa Italy

The International Association of Horticultural Producers (AIPH) is preparing for its 67th Annual Congress to take place in Stresa, Italy on Tuesday 20th to Friday 23rd October 2015.

Held in the Regina Palace Hotel in Stresa beside the magnificent Lake Maggiore, near Milan, this year's Congress will provide members and guests with an insight into the Italian ornamental horticulture industry. Delegates will be welcomed by the Mayor of Verbania, Silvia Marchioni, Alberto Manzo from the Italian Ministry of Agriculture and Marco Cappellini, President of Associazione Nazionale Vivaisti Esportatori (ANVE).

Delegates will discuss the latest trends and challenges for the ornamentals industry worldwide with expert speakers on plant breeders rights, plant health and greening cities. Delegates will share their own information and experiences that enable the valuable network provided by this major annual congress.

A SWOT analysis on the impact of globalisation on the ornamental horticulture industry will also take place for an AIPH international industry research project.

In addition, there will be a unique opportunity to visit the Expo Milano 2015. This universal exhibition is a global showcase of more than 140 participating countries as well as international organisations. Over 20 million visitors are expected to visit its 1.1 million square meters of exhibition area.

Following this, members will enjoy tours on the lake, a visit to the famous Villa Taranto Botanical Garden as well tours of nurseries and a horticultural college and research station.

The main Congress dinner on 21st October 2015 will include a boat trip to Isola Bella's Palace and Garden, set to be an unforgettable experience.

AIPH Secretary General, Tim Briercliffe, commented "This year's congress is attracting growers and their associations from all over the world. The AIPH agenda is developing fast and as more countries see the benefits of this network we are looking forward to welcoming new members to this event".

For more information visit: www.aiph.org/aiph_event/2015-annual-congress

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Notes for Editors:

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.

For further details visit www.aiph.org