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FloraHolland to be Headline Sponsor at AIPH International Grower of the Year Awards 2016

The [International Association of Horticultural Producers](#) (AIPH) is pleased to announce that [FloraHolland](#) is to be the Headline Sponsor at the AIPH International Grower of the Year Awards 2016.

FloraHolland is a co-operative organisation of and for growers of horticultural products, and brings the floriculture chain together in several ways. It is an open marketplace where suppliers of floriculture products and their customers can meet to do business. With its new strategy 'Flowering the world together. Planting seeds of opportunities for all our members', it creates opportunities for our industry to encourage the consumer to spend more money on more flowers and plants. It provides benefits to its members and their customers by contributing to their margins by optimising its own logistics and taking control of floriculture standards.

AIPH Secretary General, Tim Briercliffe, commented "FloraHolland is a major business in the ornamental horticulture industry. As an increasingly international organisation the partnership with the AIPH International Grower of the Year Awards is the perfect match and I am very much looking forward to working with them to promote to the world the very best ornamentals growers".

Floris Olthof, Manager Cooperation & Communication, FloraHolland, comments, "FloraHolland has been a member of AIPH for years. The cooperative also supports the Horticultural Entrepreneur Award where the most innovative and enterprising company from the horticultural sector is awarded. Winners of this competition are also recommended for the International Grower of the Year Award. We feel strongly about promoting innovation and successful entrepreneurship in this sector and warmly support both awards".

The Awards which recognise best practice in ornamental horticultural production from all over the world, organised with founding partner FloraCulture International, invite growers of ornamental crops anywhere in the world to enter.

The Awards Gala Dinner will take place at the Messe Essen on Thursday, 28 January 2016. They will be hosted during IPM Essen in Germany, the world's leading trade fair for horticulture.

For more information visit: www.aiph.org/groweroftheyear

Headline Sponsor



Founding Partner



Contacts

Tim Briercliffe, AIPH Secretary General

Email: sg@aiph.org Tel: +44 (0) 118 9308956 Mobile: +44 (0) 7885 750324

Website: www.aiph.org

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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