

Global Wedding Flowers Webinar





Welcome...

FloraCulture International (FCI) magazine, supported by the International Association of Horticultural Producers (AIPH), and Flower Academy Italy are delighted to announce the first global live-stream wedding flowers industry event on **Monday 25 October from 4pm to 5.30pm (Central European Summer Time)**.



Tim Briercliffe
Webinar Host and
Secretary General of AIPH -
International Association of
Horticultural Producers



Ron van der Ploeg
Webinar Organiser and
Editor of
FloraCulture International



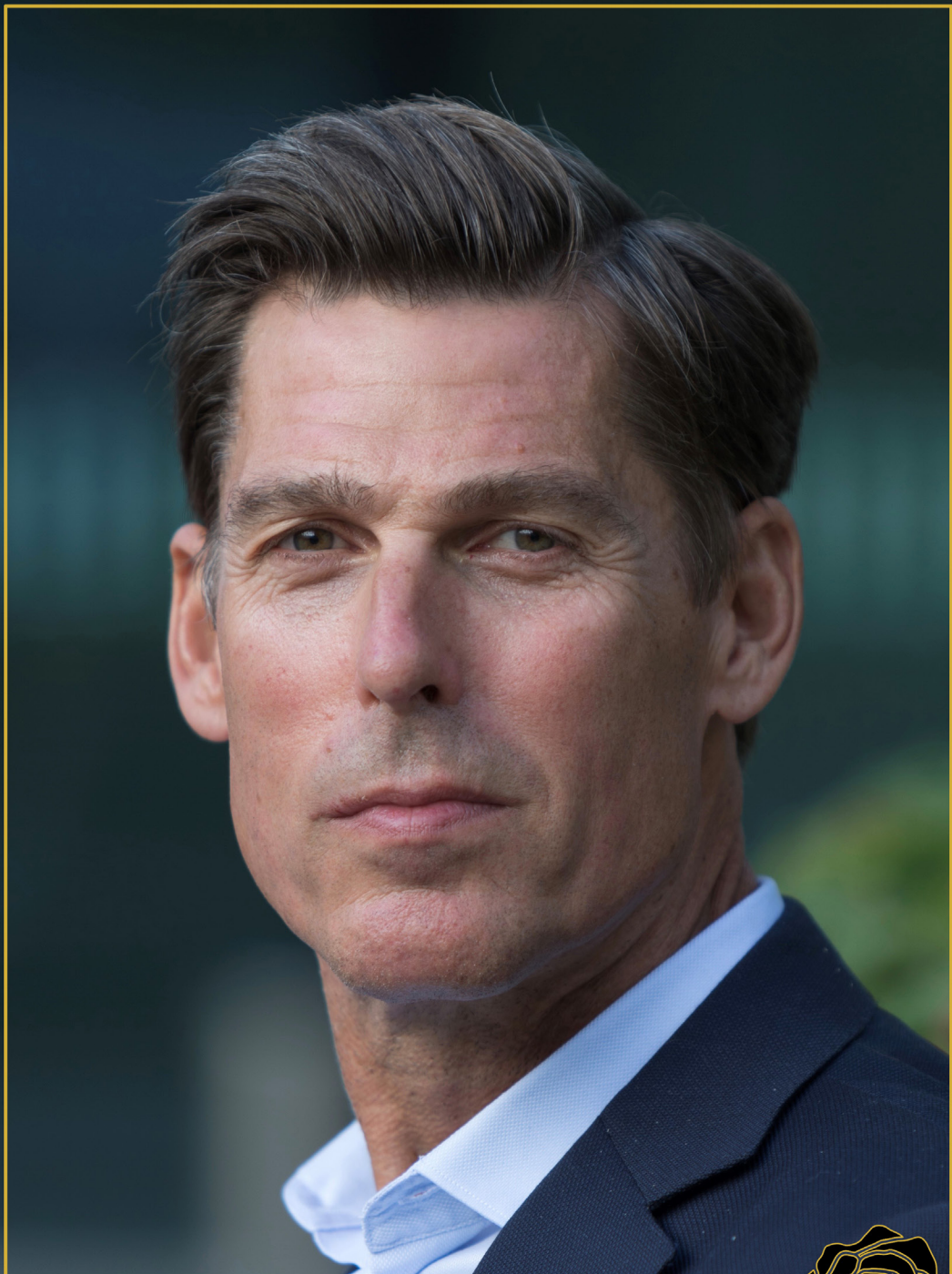
Charles Lansdorp
Webinar Organiser and
Presenter. Former Italian
Area Manager of the Flower
Council of Holland



Renee Snijders and Ed Smit
Technical Production and
Webinar Coordinators at
JungleTalks

Thank you for the video recording, editing and live-stream camera work Fabio Benedetti | www.prs-solution.it

AIPH Communications team: Rachel Wakefield and Hannah Pinnells. FloraCulture International Advertising: Angie Duffree



His Excellency Mr Willem van Ee
Dutch Ambassador to Italy





Kingdom of the Netherlands

Our special guest of honour is His Excellency **Mr Willem van Ee**, the Dutch Ambassador to Italy.

He was born in Amersfoort, the Netherlands. He studied Political Sciences, International (Economic) Relations, and graduated from the University of Leiden in 1987.

He joined the Dutch Foreign Service in 1987 and held positions at the Ministry of Foreign Affairs in the Hague and various Dutch embassies abroad.

Recent positions:

- 2017 – 2021 Deputy Secretary General at the Ministry of Foreign Affairs in The Hague
- 2012 – 2017 Director, Consular Affairs and Visa Policy at the Ministry of Foreign Affairs in the Hague
- 2009 – 2012 Minister Plenipotentiary, Deputy Head of Mission at the embassy in Beijing
- 2005 – 2009 Ambassador Extraordinary and Plenipotentiary to Bulgaria
- 2000 – 2005 Minister Plenipotentiary, Deputy Head of Mission and Head of the Political Department at the embassy in Rome
- 1997 – 2001 Principle Private Secretary to the Minister of Foreign Affairs in The Hague



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Anthura®

unlimited in varieties

Anthura is a worldwide specialist in anthuriums and orchids. As a breeder and propagator, Anthura is constantly working to develop new techniques, stimulate entrepreneurship and make the chain more sustainable.

Anthura reached a unique milestone for horticulture when its research and development department sequenced and mapped the DNA of orchids and Anthuriums. The company has since invested in infrastructure, technology and people to translate this breakthrough into a more

sustainable production of anthuriums and orchids. Years of innovation and sustainable product development have resulted in an unlimited assortment of colourful varieties. Due to Anthura's knowledge of genetics and its expert selection process, it offers customers strong plants in amazing colours with long flowering periods. Anthura stands for innovation, expertise, pragmatism and entrepreneurship which are encompassed in its motto: "Unlimited in Varieties, offering unlimited possibilities".

www.anthura.nl



AIPH INTERNATIONAL
GROWER OF THE YEAR 2020

**GOLD
ROSE**



AIPH

Entry for the 2022 Awards closes on Sunday 31 October | www.aiph.org



Patrizia Braida

fabio b. photo

Mrs Patrizia Braida
Bloom's Accademy





Ms **Patrizia di Braida**, is a renowned floral design teacher, wedding event planner and floral designer.

She began her career in floral design in 1997 in Valeggio sul Mincio, Verona. She attended the introductory and monographic courses of Federfiori. She continued mastering her studies in Italy and abroad learning from the best International Floral Designers at the time including Gregor Lersh, Kazumasa Kubo, Klaus Wagener, Karen Tran and Peter Hess.

In 2005 she gained her national teaching certification as a national level Federfiori teacher and Floral Designer accredited at the University of Pavia, attending the course “Sciences of the Flower and of the Green”, with 105/110 evaluation.

In 2018 she inaugurated her new Academy of Floral Design “Bloom’s”, dedicated to her father, who passed away a year before.

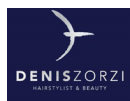
Patrizia works all over Italy, and mainly in the Veneto and Lombardy regions.

She is also a wedding planner, exceptionally expert, recognised nationally for her exclusive personalised floral arrangements at Italian events and weddings and, gaining notoriety internationally for making Italy a romantic wedding destination.

If you want to organise an unforgettable wedding – Patrizia is the right person for you! In addition to the art of Floral Designer and Wedding Planner, Patrizia Di Braida runs her Academy as a teacher of Floral Designer: Bloom’s Accademy.

Bellissimo!

Over the past few days Patrizia and her team of Bloom’s Accademy have toiled away to turn the Villa Mosconi Bertani into a magnificent floral oasis. We wish to thank the following companies for their support with the photo shoot.





Thank you to our sponsor

CHRYSA



Chrysal is a main driving force in the flower and plant industry and worldwide market leader in flower food.

Whether you grow, transport, sell, or simply enjoy the beauty of cut flowers and potted plants in your own home, Chrysal offers the best solutions to keep them looking fresh for longer.

Through more than 90 years of experience and innovation, a commitment to quality and

an on-going search for sustainable solutions, we aim to exceed our customers' needs – today and tomorrow.

The result?

Flowers and plants that last longer, happy customers and, in the end, a more beautiful world. Chrysal. Nurturing beauty.

www.chrysal.com
info@chrysal.com



Mr Reinier Haasnoot
New Business Manager OZ Export





Passionate about international business, 30-year-old Mr **Reinier Haasnoot** is the New Business Manager at OZ Export.

He is responsible for developing global growth strategy, research and identify new business opportunities, and grow sales through new or existing clients.

OZ Export is operational in more than 60

countries sending out cut flowers through a global network of importing wholesalers and cash and carry stores across Europe, the Middle East and Asia.

OZ Export processes more than 10 million stems per week. With a range of more than 10,000 varieties the company has something for every client, wedding or event.

Discover OZ Export

We are a leading full-service Dutch flower export company that is specialised in cut flowers.

Since 1959 our company has been located in Aalsmeer, the heart of the Dutch flower trade. We have customers all over the world, we mainly supply importing wholesalers and cash & carry centres throughout Europe, the Middle East and Asia.

We process and trade flowers from a fully air conditioned 36,000m² warehouse. We buy the flowers directly from growers all around the world and at all major flower

auctions in Aalsmeer, Naaldwijk (Westland) and Rijnsburg. We offer our clients the most complete cut flower webshop in the world, with an amazing additional assortment of greens, plants and decorations to make your orders complete.

Contact
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Hamifleurs
your story, our flowers

Your story, our flowers

We are the most personal and punctual supplier of fresh cut flowers that helps importing wholesalers and florists to be successful.

With our flowers you take a moment to reflect on life, surprise your friends, celebrate milestones, and make your wedding unforgettable.

At Hamifleurs, every day we realise how important these life events are. And how extraordinarily beautiful the story is that you create during these events. With over 10,000 varieties of top quality flowers, we do our utmost to make these moments even more special.

We always deliver on time and are happy to think along with you when extra customised work or inspiration is required. Because even though we are not personally present during all those special moments, our flowers complete your story.

Contact
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info@hamifleurs.nl
+31 (0) 174 63 99 99



Mrs Simona Polli
Chief Editor SposaWhite





Ms **Simona Polli**, is chief editor of two of Italy's leading wedding magazines.

Simona started her career in 1989, working previously for the magazine *Sposabella* in Milan and later in Spain and Portugal.

Today she is the editor in chief of the bi annual *Real Wedding* (featuring wedding celebrations worldwide) and *WhiteSposa*, an inspirational magazine published three

times a year and sold in bookshops, stalls and online.

The *Real Wedding* and *WhiteSposa* have a combined circulation of 70,000 copies.

Simona has prepared a comprehensive overview of the Italian wedding market, which our audience can find in this webinar's handouts.





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Decorum

PLANTS & FLOWERS

Our story is special... It is a story of courage. Of vision. Of big dreams. And of decisiveness.

In 1995, progressive growers had a clear vision of the future. In this future, growers themselves took control. Forward through the chain, straight to the consumer - that was the dream. A quality brand that would be unparalleled. A wide range of products that is unique. Something for everyone. But only top quality. They didn't do it for less. What began as a dream in 1995 is now a reality by 2020.

We call that dream Decorum. A strong corporation of more than 50 growers. The first premium brand in floriculture. Only the most beautiful and best flowers and plants are marketed under the Decorum brand.

Sustainably grown. In doing so, we fulfil our mission - to make consumers happy with beautiful flowers and plants.

Flowers that celebrate happiness. But also flowers that offer comfort in difficult times.

Plants that contribute to a healthy living environment. And plants that take you to exotic places.

Dare to dream. The future belongs to those who believe in the beauty of their dreams. Our future is Decorum.

Facebook: <https://www.facebook.com/DecorumplantsflowersIT>

Instagram: @decorumplantsflowers
www.decorumplantsflowers.com



Mrs Jules Lewis Gibson
President & Creative Director Florists' Review Media Group



florists' review

Ms **Jules Lewis Gibson** is ready to update us about what is going on in the American wedding flowers market.

She is a third-generation female entrepreneur, and has acquired an abundance of know-how in the publishing and luxury marketing industries.

For the past decade, Jules owned Fuse Media+, the Sarasota-based media company creators of *Florida Homes Magazine*, *Florida Boating Magazine*, and the award-winning women's publication, *GRAVITAS*.

In January 2021, Jules' company acquired *Florists' Review*, *Superfloral*, *Canadian Floral* brands.

Before media, Jules founded an advertising agency specialising in the luxury home industry and launched an online floral/garden boutique, among other ventures.

She says: "I am honoured and feel a great sense of responsibility to move these brands forward for the florists, the growers, the craftsmen, and for all of us to have beautiful flowers in our lives. I love the process of creating beautiful products and online experiences. We have so many exciting things to create, people to meet, and fabulous flowers to enjoy!"



Thank you to our sponsor



AVALANCHE+® - THE QUEEN OF ROSES

Avalanche+® has certainly earned its nickname, being in a class of its own since day one. This modern classic has a large flower and fabulous presence and offers top quality all year round. It is no surprise that Avalanche+® regular features at major occasions such as royal weddings and other top events.

Avalanche+® roses are famous for their luxurious personality which fits both romantic bridal work and modern boho arrangements. Mono or mixed, they always stand out thanks to the large bud that always fully opens. It is extraordinary how these roses bring glamour to every day, every bouquet and every arrangement in their own exceptional and reliable way.

One of the many outstanding aspects of Avalanche+® is the consistent quality, which is guaranteed by a select team of top growers.

It is one of the many reasons Avalanche+® has won so many awards. Anyone looking for class, style and quality opts for the unique beauty of Avalanche+® roses, always.

AVALANCHE+® is a powerbrand from Dümmen Orange. Dümmen Orange represents a legacy of floricultural excellence more than a century in the making, providing the largest selection of superior flowers and plants on earth.

www.avalancheroses.com



Mrs Valeria Randazzo
Event organiser Myplant&Garden





MYPLANT & GARDEN

International Green Expo

Ms **Valeria Randazzo** is organiser of forthcoming trade show MyPlant&Garden from 23 until 25 February at Fiera Milano in Milan.

Myplant & Garden is the most important professional trade fair for horticulture, garden and landscape in Italy.

It is the main reference for the Italian industry and top-level actor for international markets.

The trade fair promotes green culture, circular economy, environmental protection and green design.

One of the highlights will be a purpose built Wedding Pavilion.

www.myplantgarden.com



Thank you to our event venue



Villa Mosconi Bertani has been an important reference point for Verona's wine and culture for centuries.

The Estate, located on the Valpolicella Wine Route, with its ancient 16th-century cellars and splendid vineyards, is a natural Wine Museum with a history of centuries of harvests and a central role in the creation of the modern Amarone Classico della Valpolicella.

The elegant frescoed rooms and the idyllic romantic park were used by the artists and intellectuals of Ippolito Pindemonte's eighteenth-century literary salon.

Today the Bertani family continues with uninterrupted passion this long tradition of excellence in production, wine innovation and cultural activity.

www.mosconibertani.it



Thank you to our supporting partner



The industry association AFFI (Associazione Floricoltori e Fioristi Italiani), including cut flower growers, florists, and floral designers, was founded in January 2020 by Cristiano Genovali, the former President of the Associazione Piante e Fiori d'Italia.

Cristiano recalls, "The first question they asked me was why setting up yet another trade association when there were already so many in Italy? My response was as plain and simple: none of the existing ones are about cut flowers and none of them include growers and retail florists."

FCI/AIPH's wedding flowers event is an excellent example of a happy Dutch Italo marriage. Because next to a beautiful display of Dutch cut flowers, Italian quality flowers from the country's dedicated flower growers occupy pride of place.

www.associazionefloricoltoriefioristiitaliani.it



Founding members of AFFI include:

- Marco Allaria, Coop Tre Ponti, Sanremo (Imperia)
- Azienda agricola La Sassaia, Viareggio (Lucca)
- Leopoldo Del Gaudio, Coop Flora Pompei, Napoli
- Cristiano Genovali, Coop Flor-Export, Viareggio (Lucca)
- Vincenzo Tongiani, Coop Coflora, Viareggio (Lucca)
- Mara Verbena, Fior di Verbena, San Marino
- Francesca Buriassi, Floral Designer, La Spezia
- David Giovani, Laboratorio del Fiore, Follonica (Grosseto)
- Marco Alessandrini, Fiori d'Autore, Camerano (Ancona)
- Paolo Maffei, Scuola Talent Flowers, Rovereto (Trento)
- Federico Giglio, Floral Designer, Roma

