



AIPH

AIPH Newsletter | January 2022

Letter from AIPH President Bernard Oosterom

Dear AIPH Members,

It is my great pleasure to wish you all a Happy New Year. I hope that you and your families are all keeping safe and well through what has been a difficult time for many.

The pandemic has brought a mixture of impacts for our industry. Back in Spring 2020, our prospects looked very gloomy, but there has been a strong recovery for many in our sector since then.

Many people have discovered the benefits of plants and flowers in their homes and gardens, and horticulture has been able to demonstrate the important role it has to play in tackling the many problems the world faces.

It has been more difficult for growers to sell flowers for events and special occasions, but the resilience of horticultural producers has been extraordinary.



It has now been nearly two years since we could meet together face-to-face, and that is why I am very much looking forward to **March this year** when we will hold our [Spring Meeting in Dubai](#).

The AIPH team have worked hard to keep us all connected virtually, and we have even increased our memberships and approved new Expos during this period.

Still, nothing truly replaces being physically present with each other. Dubai is currently hosting its World Expo, and we believe it is the best place in the world for handling international visitors just now. Please take advantage of this opportunity to meet again with other members and enjoy a really inspiring programme. If you have never visited a World Expo before, Expo 2020 Dubai will be a fantastic experience.

We have so much to discuss and update you on that I hope as many of you as possible will come.

Green City remains a key activity for AIPH, and we will be holding a Green City conference at the Spring Meeting. Last year we launched the AIPH World Green City Awards, and I would encourage you to [persuade more cities](#) in your own country to enter before the closing date **on 14 March**.

The refreshed [Green City Guidelines](#), available on the AIPH website, are proving very popular, and we have built many strong partnerships with other international organisations that support our objectives.

Plant Health and Sustainability have been important themes for the Ornamentals Production Committee. We are establishing a plant health forum and will soon be launching the report on our international survey on sustainability. Hopefully, you have all had the opportunity to read our new [Sustainability policy](#) and action plans and have maybe been inspired to create your own.

Mia Buma continues to work hard on standing for growers in the realm of [novelty protection and plant breeders rights](#).



I hope that you all enjoy reading our publication, [FloraCulture International \(FCI\)](#), which we make available digitally for you to share with your industry.

FCI is always looking for news in different countries, and we would love to publish more about what our members are doing.

We recently published the latest [Statistical Yearbook](#), so please download this for free from the website's [members' area](#).

We also want to involve more people from your organisation in the benefits of AIPH, so we have established an online community for members, something like a private version of LinkedIn, so please make the most of this too.

Many members are facing similar challenges simultaneously, and this online community provides a unique way of sharing and discussing in a closed environment.

For [Expos](#), 2022 sees the opening of an A1 World Horticultural Expo, [Floride Expo 2022](#), [Amsterdam Almere in the Netherlands](#); a B International Horticultural Expo, [Expo 2021 Hatay in Turkey](#) and a C International Horticultural Show, [Euroflora in Italy](#). Please try to visit these amazing events, and I am pleased that I can invite you to the Netherlands for our **Annual Congress in September** when you can explore the Floriade yourselves first hand.

There is much more going on, including developing our Global Partnerships Programme for Expos and the re-scheduled International Grower of the Year awards ceremony. Still, we can discuss all these more when we see each other again in Dubai.

Thank you so much for your continued support for AIPH, and I look forward to seeing you all again soon.

Yours faithfully

Bernard Oosterom
AIPH President



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