

74TH AIPH ANNUAL CONGRESS

27th-30th September
Almere, The Netherlands

Pictured: The Bobbing Garden at Floriade Expo 2022



AIPH



We are delighted to welcome you to the 74th AIPH Annual Congress, hosted in the Leonardo Hotel and at Floriade Expo 2022 in the city of Almere, The Netherlands.

Thank you to the support of our sponsors PERA Event, Royal FloraHolland, Brainpull, and GreenTech. We are excited to bring you an inspiring and informative programme of conference speakers, exclusive tours and plenty of networking opportunities.

Following the success of the inaugural Summit held in Beijing, China in 2019, the Second World Ornamental Summit 2022 will be held during the 74th AIPH Annual Congress. As sales of flower and plants increase, particularly amongst millennials, the summit will focus on the development and future of social media and influencers, and their impacts on consumer behaviour.

The Expo Conference on Tuesday will provide you with all the latest updates on forthcoming AIPH-approved International Horticultural Expos. And on Thursday, we have arranged special VIP Tours at Floriade Expo 2022 that will help you to skip the queues and see even more than other visitors get to see.

On Friday's schedule are professional visits to Tesselaar Alstroemeria, Kwekerij Bernhard, Boomkwekerij J.P. Van Straalen, and Edens Plants & Creations.



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Bernard Oosterom
President, AIPH



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Tim Briercliffe
Secretary General, AIPH

PROGRAMME OVERVIEW

Monday 26th September 2022

Welcome Dinner

18:00 Meet in the reception of the Leonardo Hotel for a welcome dinner at BierFabrik in The Leonardo Hotel Dress code: Smart casual.

Tuesday 27th September 2022

AIPH Expo Conference

Leonardo Hotel. Dress code: Business attire

09:00 Chairman welcome and introduction

09:05 Welcome from AIPH President – Mr Bernard Oosterom

09:10 Welcome from the Chairman of Nederlandse Tuinbouwraad – Mr Kees van Rooij

A1 World Horticultural Expos – Progress reports

09:20 Expo 2022 Floriade Amsterdam Almere (the Netherlands)

09:45 Expo 2023 Doha Qatar

10:05 World Horticultural Exhibition 2027 Yokohama (Japan)

10:25 Association of Global Events Suppliers (AGES) – presentation from Mr Daniel Cordey, Chairman of AGES

10:40 BREAK

11:00 Create a Digital Expo Legacy with NFTs – Mr Karl Nowak, Online Business Developer, WWF Germany

B International Horticultural Exhibitions – Progress reports

11:20 Expo 2021 Hatay (Turkey)

11:40 Expo 2023 Kahramanmaraş (Turkey)

12:00 Suncheon International Garden Expo 2023 (South Korea)

12:20 International Horticultural Exhibition Chengdu 2024 (China)

12:40 LUNCH

13:40 Expo İzmir 2026 (Turkey)

14:00 Expo 2026 Udon Thani (Thailand)

Applications

14:20 Florales Internationales Nantes (France) – application for C International Horticultural Show in 2024

14:35 Malatya (Turkey) application for B International Horticultural Exhibition in 2028

15:00 Conference close

General Meeting

Leonardo Hotel. Dress code: Business attire

15:00 AIPH General Meeting - Members only

Dinner

18:00 Meet in the reception of The Leonardo Hotel then proceed to the Esplanade for boat transfer to dinner at The View Almere. Dress code: Smart casual.

21:30 Return boat transfer to the Leonardo Hotel.





Wednesday 28th September 2022

World Ornamental Horticulture Summit

Floriade Expo 2022, Dress code: Business attire

Please note that delegates can join the Floriade WiFi network 'Congres Paviljoen' with the password 'BegoniaRex' during the Summit.

- 08:15 Meet in the reception of The Leonardo Hotel then proceed to the Esplanade for boat transfer to the Floriade. *For full congress ticket holders only.*
- 09:30 Welcome from Conference Chair and ALPH President
- 09:45 Marketing in the digital era – Keynote presentation from Domingo Iudice, CEO of Brainpull digital agency, Italy. Followed by Q&A.
- 10:45 Panel – Our Future in a Digital World
Leading industry figures will explain how they see the role of the online world in shaping the future of the industry.
- Steven van Schilfgaarde, CEO of Royal FloraHolland, the Netherlands
 - Jan van Dam, CEO of Dutch Flower Group, the Netherlands
 - Abe van Wingerden, Co-CEO of Metrolina Greenhouses, USA
 - Pablo Bazzani, Sales and Marketing Director, Plazoleta Flowers, and winner of the Young International Grower of the Year 2022
- 11:30 BREAK
- 11:55 Connecting the dots between breeders, growers, retailers, and home gardeners – Justin Hancock, Brand Marketing, Costa Farms, USA. Followed by Q&A.
- 12:35 'Why people listen to me' – Darryl Cheng, Social Media House Plant Influencer, @HousePlantJournal, Canada. Followed by Q&A.
- 13:10 LUNCH
- 14:10 Connecting the industry to the consumer – Michael Perry, social media influencer, @mr_plantgeek, UK. Followed by Q&A.
- 14:40 Where next for online platforms – Valerio Perego, Head of Sales at Meta, Italy. Followed by Q&A.
- 15:15 BREAK
- 15:35 Preparing the industry for the future – Dr. Tosca Ferber-Koevoets, Research Director at Dümmen Orange, the Netherlands. Followed by Q&A
- 16:05 Panel – The Customer is King
The panel will discuss the changing consumer, their expectations and how the B2C world needs to respond. The panel will begin with a video presentation by JD Flowers of JD Group, China, followed by a panel discussion.
- Marco van der Sar, Chairman of the Flower Council, Netherlands
- 17:00 Summary of the Summit by Mike Rimland of Costa Farms, USA
- 17:10 Summit close

Evening Meal

- 18:30 Dinner at The Dutch! in the Floriade. Dress code: Business casual.
- 21:30 Return transport to the Leonardo Hotel.

Thursday 29th September 2022

VIP Tours of Floriade Expo 2022

Floriade Expo 2022, Dress code: Business casual

- 08:45 Meet in the reception of The Leonardo Hotel then proceed to the Esplanade for boat transfer to the Floriade.
- 10:00 Welcome to Floriade
- 10:10 **Floriade Greenhouse**
This 170 metre long greenhouse spotlight diverse, innovative and sustainable entries of circular greenhouse horticulture from around the world.
- 11:00 China National Day ceremony – Main Stage
- 12:20 **Italy Garden**
This contemporary Mediterranean garden alternates flowers with edible plants that are perfect for traditional Italian food. Lunch will be held here.
- 14:00 **United Arab Emirates (UAE) Garden**
With a theme of 'Salt Water Cities, where land meets the sea', this garden showcases an innovative approach to sustainability in the country's arid, desert environment.
- 14:20 **Japan Garden**
The Japan pavilion is inspired by the traditional ecological lifestyle in which garden, farmland and forest are closely connected.
- 14:40 **Qatar Garden**
This garden is home to the 'Desert Nest', which holds the world record for being the largest 3D-printed concrete structure.
- 15:00 **Germany Garden**
'Biotopia' showcases innovative solutions for a sustainable interaction between nature and the city.
- 15:30 **China Garden**
Bamboo has a long history in China. This garden, themed 'A growing Chinese bamboo garden', combines traditional Chinese architecture with modern horticultural techniques.
- 16:00 Free time
- 19:00 Floriade closes
- Delegates can return to the Leonardo Hotel at any time using a boat ticket. Please note no organised dinner is provided.



Friday 30th September 2022

Professional Visits

Floriade Expo 2022, Dress code: Business casual

- 08:00 Transport from Almere
- 09:00 Tesselaar Alstroemeria, Luttelgeest
- 10:30 Kwekerij Bernhard, Luttelgeest
- 12:15 Lunch at Bij Ons in de Wellerwaard, Emmeloord
- 13:30 Boomkwekerij Van Straalen, Luttelgeest
- 15:45 Edens Plants & Creations, Wezep
- 18:30 Dinner at Boer Kok
- 20:30 Return to Almere

THE LEONARDO HOTEL



FLORIADE EXPO 2022



Address and contact details

Koetsierbaan 2, 1315 SE Almere, The Netherlands

Telephone: +31 36 5274500

The Leonardo Hotel is located next to the city theatre and close to the various restaurants, cafés and shops of Almere. Many of the stylish modern rooms have views of Lake Weerwater.

Amenities include parking, a TV, minibar, bathrobe and slippers.

The in-house restaurant, the Bierfabriek Almere, is both a restaurant and a brewery. The tables are equipped with individual taps so that you can pour your own beer without having to get up.

Check-in and Check-out Times

The official check-in time is 15:00 and the official check-out time is 12:00.

For guests arriving, and staying at the Leonardo Hotel, please check-in at the front desk, providing a credit card guarantee.

Departure day, please ensure that you check out of the hotel and settle all your incidentals at the front desk.

Coach Meeting Point

The coaches will depart from the main entrance of the hotel.

Address and contact details

Floriade Expo 2022, Almere, The Netherlands

Telephone: +31 (0)36-2048258

Email: contact@floriade.com

Website: <https://floriade.com>

With a theme of 'Growing Green Cities', Floriade Expo 2022 shows how horticulture can be used to provide green solutions and offer citizens a more sustainable way of life. More than 400 national and international participants showcase their latest green innovations, solutions and applications at their pavilions.

The initiatives are divided into the Expo's four themes: Greening the City, Feeding the City, Healthyng the City, and Energising the City.

To cement the Expo's commitment to sustainability and beneficial legacy, the Arboretum area of the site will be converted into accommodation for citizens of Almere after the Expo closes. This new city district will be named Hortus.

Opening and closing times

The Expo is open daily from 10am to 7pm. It closes on 9th October 2022.

Domingo Iudice - Director of Brainpull, Italy

Domingo approached the study of Marketing intending to do creative advertising. Over time he has increased his interests in this field, orienting into strategic advisors: from analysis, planning, and audit to implementing and effectively developing solutions relating to marketing strategies, completing his formation with an Executive Course in Harvard (2022)

In 2012 Domingo co-founded Brainpull, a marketing company that today has a staff of about 80 young professionals based in Puglia, Milan and Recently also US.

Darryl Cheng - Social Media Influencer, Canada

Darryl Cheng is the author of 'The New Plant Parent' and creator of House Plant Journal. Darryl's passion for plants and engineering approach to plant care have turned him into one of the most trusted houseplant resources on the internet! What was initially a hobby Tumblr page has turned into an Instagram account with over half a million followers, a go-to website for anything houseplant related, his very own houseplant care book, and plant time-lapse videos that have gone viral around the world.

Michael Perry - Social Media Influencer, UK

Michael Perry goes by the moniker Mr Plant Geek in the UK. Growing plants, loving plants, and sharing his experiences with plants on television, radio, podcasts, and social media has led to him holding the crown of Influencer of the Year bestowed by the UK's Garden Media Guild. He began as a product developer for Thompson Morgan for 18-years, after which he switched to pursuing his garden personality career. This belief in plants shows he is comfortable working with industry professionals and is authentic with followers.

Valerio Perego - Head of CPG Tech Telco at Meta Italy

Valerio Perego joined Facebook's team in October 2009, when the social network was first launched in Italy. Valerio has contributed to the growth of the community and to the success of the Italian advertising agency, today taking on a strategic consultant role on the main Italian clients in the marketing and communications areas and supporting an effective use of the platform.

In July 2007, he reached the role of Director for the division dedicated to the FMCG & tech Telco world, dealing with the development of this sector particularly strategic for the brand.

SUMMIT
SPEAKERS



Justin Hancock - Senior Brand Marketing Manager, Costa Farms, USA

Horticulturist Justin Hancock has been in the horticulture industry for more than 25 years across different segments: He was garden editor at Better Homes and Gardens, one of the largest lifestyle publications in North America; he operated an independent garden center; and he manages brand marketing for Costa Farms. He's passionate about plants and has helped inspire and educate millions of indoor and outdoor home gardeners across the United States and Canada via his work in print, digital, and broadcast platforms.



Dr. Tosca Ferber - Research Director at Dümmer Orange, the Netherlands

Tosca studied Biology at the University of Groningen. After obtaining her MSc degree, she studied the genetic patterns of the speciation process during her PhD project in the wasp genus *Nasonia*. In 2012, she joined Hazera Seeds as a geneticist for the crops Onion and Leek, after which she took the lead over all Technology Development related to Allium and Brassica in 2014. In 2016, Tosca decided to leave the vegetable breeding industry and move to ornamental breeding by joining Dümmer Orange as Research Director in 2016. At Dümmer Orange, Tosca is in charge of all Technology Development and Technology Application for the complete Dümmer Orange portfolio.

EXPO CONFERENCE SPEAKERS



Karl Nowak - Online Business Developer, WWF Germany

Karl Nowak is a business creative by heart, with the strong belief that the power of the Internet can support keeping the beauty of this planet. Combining his knowledge of technology and trends, he builds campaigns that aim for meaningful marketing and sustainable business models for a greater good.

His recent "NFA – Non-Fungible Animals campaign" for WWF Germany is worldwide the most successful NFT campaign by an NPO, raising over 300.000\$ for endangered species. It was presented and honored numerous times from the Webby Awards to the Cannes Lions.



Daniel Cordey - Chairman of AGES

Daniel is the co-founder and current chairman of the Association of Global Event Suppliers which was founded in 2014 to become a label of quality, safety and sustainability for the growing industry of global events suppliers. Together with the Board of AGES he developed the Association to become the acknowledged representative of the industry by international governmental bodies and organisers of large events. Together with partners and experts Daniel created a number of guides, standards and templates to explain the members' capabilities and support their activities.

Steven van Schilfgaarde - CEO of Royal FloraHolland, the Netherlands

Steven van Schilfgaarde has been CEO of Royal FloraHolland since 1 January 2018. Prior to this, he was Chief Financial Officer and member of the Management Board from May 2016. Steven has been a Member of the Supervisory Board of LeasePlan Corporation since March 2016. He is also a board member of VNO-NCW (the Confederation of Netherlands Industry and Employers).

Before joining Royal FloraHolland, he held numerous management positions within KPN, including CFO and Member of the Board of Management ad interim. Steven holds a degree in economics from the Erasmus University Rotterdam.



Jan van Dam - CEO of Dutch Flower Group, the Netherlands

After studying business administration, Jan van Dam (1972) started his career at Ahold and held various commercial positions at Albert Heijn. He then occupied several CEO positions at Ahold in the Netherlands, Central Europe and the United States.

In 2020, he switched to the horticulture sector, where he initially became CCO of Dutch Flower Group but moved to the position of CEO in 2021.



Marco van der Sar - Chairman of the Flower Council, the Netherlands

Marco van der Sar is managing consultant and owner of Aislinec. Currently, he works for several companies in the horticulture industry on various topics (interim management, marketing, consulting). He became chairman of the board of Flower Council Holland (FCH) in 2021. FCH has an important role in the promotion and marketing of flowers and plants in Europe. Moreover, consumer insights and research on various topics are important activities that FCH is working on for growers and traders. He is currently also chairman of growers cooperative Unicum Freesia and interim manager at Modiform.



Pablo Bazzani - Sales and Marketing Director, Plazoleta Flowers, Colombia

Pablo Bazzani is Sales and Marketing Director of Plazoleta Flowers, Colombia, where he is responsible for leading and supervising financial, production, sales, and logistics procedures and results. Prior to this role, he gained experience as a Marketing Assistant and Marketing Manager for Perfection® Group, Colombia.

In 2022, Pablo received the Young International Grower of the Year Award following his participation in the Pro Manager Mastercourse Floriculture, organised by Jungle Talks.



SUMMIT PANELLISTS

TESSELAAR ALSTROEMERIA



KWEKERIJ BERNHARD



Website: www.tesselaar-alstroemeria.nl

Contact: +31 633 141 561; info@tesselaarluttelgeest.nl

About:

In 1989, Tesselaar Alstroemeria was founded in Luttelgeest with two hectares of greenhouses. Today, the company is the largest alstroemeria greenhouse in Europe. With 10 hectares across three greenhouses, more than 36 million alstroemeria stems are produced annually.

Tesselaar Alstroemeria provides tailor-made products, serves a wide range of customers and is committed to sustainable cultivation. They deliver to wholesalers, retailers, supermarkets and have a cash & carry.

The company is constantly looking for improvements to make work more efficient and enjoyable. In 2021 Tesselaar switched to using covers made of 100% recycled plastic; the less waste and use of raw materials, the better. And in 2020, investments were made in 2 bundling machines to make the right bundles for the clients.

Tesselaar Alstroemeria is certified for: MPS Florimark, MPS-A, MPS Gap, MPS Socially Qualified, MPS Quality and MPS Product Proof.

Website: www.bernhard.nl

Contact: +31 527 202500; administratie@bernhardplanten.nl

About:

Kwekerij Bernhard has its roots in Amsterdam, having started growing cucumbers before beginning to cultivate roses in 1963. This caught on and by 1970 the company had grown to one hectare of standing glass. In 1972 the first hectare of greenhouses was built in Luttelgeest. Roses and gerberas were grown. It was a busy time with a company in Amsterdam and Luttelgeest. Ultimately, in 1986, the nursery in Amsterdam was sold and the Bernhard family focussed on expanding the nursery in Luttelgeest.

Bernhard currently works at three locations with 200 Fte, of which 70 are permanent employees from the Noordoostpolder region. 25 million stems per year are grown at the rose location, 3 million pot orchids at the orchid location, and 5 million balcony and patio plants at the third location. The total covers 25 hectares of glass.

Since 2016 the company's goal is to produce energy neutrally. They have invested in 40,000 solar panels and in geothermal heating. The geothermal project is being realised in collaboration with colleagues from the neighborhood, whereby a total of seven companies with a total of approximately 100 hectares of glass will be connected to the heat network. About 10 km of insulated pipes now run through the polder from Luttelgeest to Marknesse.

Website: www.jpvanstraalen.nl

Contact: +31 527 202 042

About:

On 6 hectare modern tree nursery, J.P. van Straalen grows a wide range of Salix on stock, Euonymus, Ornamental Grasses and Bamboo, targeting the top end of the market.

The plants find their way to customers throughout Europe via the various auctions in the Netherlands and Germany, but also directly. Their clientele includes garden centers, florists, wholesalers, exporters and gardeners.

Tree nursery JP van Straalen jr was founded in 1979 when Hans van Straalen started growing next to the parental farm in Waddinxveen. After a number of years, land was rented, and later also purchased, in order to build up a company on Noordeinde in Waddinxveen. Here the company grew steadily, container fields were constructed, a greenhouse was built to eventually completely fill the plot of 2 hectares.

In 1997 it was decided to move to Luttelgeest, as there were no more growth opportunities in Waddinxveen. A modern nursery was set up on a plot of 4 ha, and later another 2 ha was purchased to have reached the size that the company has now.

Website: www.edens-plants.com

Contact: +31 525 633 121; info@hoekert.nl

About:

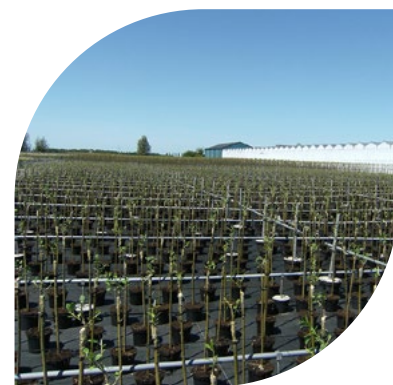
In 1975, H.C. Hoekert started with a nursery and a garden center. Due to the increase in the size of the company,, the company moved in 1986, under the name Boomkwekerij Hoekert BV, to its current location in Wezep, where the total company surface is 17 hectares. In September 2022, the company changed its name to 'Edens Plants & Creations'.

Currently, the cultivation takes place on an outdoor area of 15 hectares of container fields, as well as 1.2 hectares of glass and 0.8 hectares of foil greenhouse. The company is engaged in the cultivation of various types of conifers, shrubs, Hebe and Calluna. On an annual basis, the company grows more than six million plants.

During the start of classical breeding in 1998, the company set up a new subsidiary – called Eden's Creations. Eden's Creations co-operates with Europlant Canders GmbH.

Due to the intensive breeding work of Eden's Creations, a new Calluna vulgaris line, the so-called bud bloomers, has been developed. In addition to this classic breeding, Eden's Creations has set up a laboratory where improved plant species are developed using various techniques and research. Additionally, they have made progression in plant disease resistance. Currently, Eden's Creations possesses an assortment with high resistance to well-known fungi.

BOOMKWEKERIJ J.P. VAN STRAALEN



EDENS PLANTS & CREATIONS

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We are Royal FloraHolland

Royal FloraHolland is a cooperative of growers. For more than 100 years we have been bringing growers and buyers together. We strive for sustainable success for our members and work together with all parties in the floriculture industry so that the industry continues to grow.

www.royalfloraholland.com



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