



**INTERNATIONAL FLORICULTURE TRADE FAIR 2010**  
Expo Haarlemmermeer • Vijfhuizen • Holland  
Wednesday November 3 - Friday November 5, 2010

**Press Release.**

**NEW INTERNATIONAL FLORICULTURE TRADE FAIR IN THE NETHERLANDS IN 2010**

Vijfhuizen, January 8th, 2010 - The International Floriculture Trade Fair (IFTF) yesterday announced the launch of a new trade exhibition entirely dedicated to the promotion of the international Floriculture Industry. After it became clear that the national dutch horticulture exhibition Horti Fair was not going to move their show dates to the first week of November (as requested by a large group of traditional floriculture exhibitors of the Horti Fair), the decision was made to officially publish the new trade fair IFTF which will take place from Wednesday November 3 to Friday November 5 in Expo Haarlemmermeer, Vijfhuizen, The Netherlands. Expo Haarlemmermeer is a Hall that was designed, built and used especially for the world renowned 2002 world flower exhibition Floriade. It is a state-of-the-art greenhouse type of hall on a 15 minutes and 10 kilometer distance from the Aalsmeer Flower Auction.

**ONE STOP SHOPPING**

The wish of a specialised trade fair for the flower & plant industry has been felt already for a long time. Furthermore the desire to have such a fair in the first week of November (as it was organised before until 3 years ago), has been there since the dates changed to (mid) October. The fact that the new trade fair will be held at the same dates as the FloraHolland Trade Fair (a show organised by the flower auction FloraHolland inside the auction for their members and buyers) has been received very well by both exhibitors and visitors from inside and outside The Netherlands. The 2 trade shows together will complete the visit of everybody that plan to attend both trade shows in Aalsmeer and Vijfhuizen in the first week of November this year. More over, the plan of various exhibitors to have open houses during this week as well, will make everybody's visit more than worthwhile and satisfy all their flower needs for 2010! A full and exciting program that will surely attract thousands of trade visitors from Holland and the rest of the world.

**BACK TO WHERE AND AS IT WAS BEFORE**

An excellent mix of activities to put Holland back on the map in the world of professional international flower trade exhibitions. A prime position which Holland was loosing lately, or maybe even lost already, according to many peers within the industry. HPP Exhibitions, a Dutch based trade show organiser and specialised in the organisation of flower & plant trade fairs, has taken the responsibility for organising this new trade fair and has set itself the goal to get back the image of which the flower show had before, years ago when the show took place yearly in the flower auction Aalsmeer. This exhibition later entered into a joint exhibition with the technical horticultural exhibition NTV and was moved to the exhibition center of Amsterdam the RAI, in 2000.

"We want our flower exhibition back, just as it was before", a rose breeder recently said. "Indeed, and that is exactly what we will do", the General Manager of HPP Exhibitions Dick van Raamsdonk said as a reply to that comment. "For over 25 years we specialise in the organisation of flower & plant trade shows abroad. So you can say, floriculture trade fairs are our profession. We either organise the fairs in countries where the flowers & plants are grown and we bring the buyers, or in the country where flowers & plants are being sold and we bring the growers. Holland has both elements and therefore an excellent country to combine it under one roof and in the week together with other related events.

**IT IS ALL ABOUT THE GROWER**

The grower can be exhibitor as well as visitor in the new exhibition concept. That's why the exhibition is primarily focused on the grower and the buyer of its products. Every trade exhibition of HPP is actually based on this concept. The supply industry understands this focus very well and plays exactly for this reason an important part in the exhibition's profile of exhibiting companies. The visitor profile of the exhibition will be primarily focused on the trade, import, wholesale & retail of the growers products and are therefore the main target group within this profile. For this reason they will be invited from all over the world for this exciting new event.

For more information you can visit: [www.iff.nl](http://www.iff.nl)

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