

## **PRESS RELEASE**

Boskoop, 28 November 2013

### **BIZZ HOLLAND to attend IPM 2014 with 65 participants**

**BIZZ HOLLAND will have a major presence at the International Plant Fair (IPM) in Essen (Germany) in hall 12 (stand number 12A13). The fair will run from 28 to 31 January 2014. The BIZZ HOLLAND stand will accommodate 65 Dutch companies. The participants are from the Boskoop, Opheusden, Venlo and Zundert regions, among others, and will be exhibiting their current range for 2014.**

In 2013, the Tree Nursery Trade Show Association (Stichting Vakbeurs voor de Boomkwekerij) took over the organisation of this collective participation by Dutch growers and traders from Plant Publicity Holland. Under the umbrella of BIZZ HOLLAND, the Dutch companies will have a prominent presence in hall 12.

#### **Announcement of Dutch trade fairs**

The BIZZ HOLLAND stand will also represent the typical Dutch trade fairs Plantarium and Expo TCO. At IPM, both fairs will be demonstrating how they plan to surprise their own visitors and participants. Plantarium 2014 will be held in Boskoop from 27 to 30 August 2014 and EXPO TCO in Opheusden on 1 and 2 October 2014.

#### **Colour Your Life**

Flower Council Holland and IPM will also be following up on the Colour Your Life campaign. IPM participants can submit plants and/or concepts for the Colour Your Life Award IPM 2014. The entries will be given pride of place on the BIZZ HOLLAND stand. The entries will be judged by a professional jury, but visitors to the fair can also vote for their favourites. The award ceremony will be held on Thursday 30 January at the BIZZ HOLLAND stand. You can enter up to 1 December 2013. The entry form can be downloaded from the IPM website.

#### **BIZZ COMMUNICATIONS**

Communications regarding BIZZ HOLLAND and the participants will be provided by BIZZ COMMUNICATIONS. This agency was created spontaneously after the demise of PPH. BIZZ COMMUNICATIONS consists of three agencies which have joined forces. The agency receives assignments from the sector and, as well as providing PR and communication services, its main task is to assist BIZZ members with trade fairs and trade missions both at home and abroad.

Further information can be requested via [info@bizzcommunications.nl](mailto:info@bizzcommunications.nl). The new website, [www.bizzcommunications.nl](http://www.bizzcommunications.nl), will soon be launched and all the information will then be available online.