

# Program International Meet-Up Floriculture

## 12 September 2017 – Miami

### ***Opening and Welcome***

- 8.30 Inscription and welcome – start matchmaking
- 9.30 Official opening event

### ***1. The future floricultural value chain***

- 9.40 Becky Roberts - Director of Floral for the Produce Marketing Association  
*“PMA’s Glimpse into the Future”*
- 10.15 Bas Pellenaars - Commercial Director Latin America for Dümme Orange  
*“Strengthening relationships for Supply Chain Success”*
- 10.50 Coffee break

### ***2. Turning internationalisation and sustainability into profitable business***

- 11.30 Eduard ter Laak - Director Ter Laak Orchids  
*“Internationalization: the road to success?”*
- 11.55 Henri Potze - Director Benefits of Nature  
*“Earning money with sustainability”*
- 12.30 Matchmake Lunch

### ***3. Consumer marketing & branding in floriculture***

- 13.40 Ralph Koopman - Director Decorum Plants  
*“Development of consumer marketing in the Netherlands”*
- 14.15 Marta Maria Garcia - Owner and general manager Designer Cut Flowers  
*“Consumer Trends”*
- 14.50 Conclusions and Recommendations
- 15.00 Closure

