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PRESS RELEASE

For immediate release

Union Fleurs to hold its 2014 General Assembly in Gran Canaria, 3 to 6 April 2014

Union Fleurs, the International Flower Trade Association, is pleased to announce that its 2014 General Assembly will take place from 3 to 6 April 2014 in Gran Canaria, Spain. The event will see the election of a new Board of Directors and will focus on the strategic development of Union Fleurs towards 2016.

The General Assembly itself will take place on Friday 4 April. Union Fleurs members will have the occasion to review the activities carried out in the past year and be updated on the latest policy issues affecting the sector.

A new Board of Directors will also be elected to drive Union Fleurs for the next two years (2014-2016). The current Union Fleurs President, Mr. Lennart Lovén, is officially retiring after 6 years of outstanding service and contribution to the Union Fleurs Board of Directors, among which 3 years as President. The decision to organise the 2014 General Assembly in Gran Canaria, where Mr. Loven has built a career in the production of flowers, was partly taken to pay tribute to his long-lasting commitment and to thank him for the time and efforts he has continuously dedicated to Union Fleurs.

The General Assembly Open Session will take place on Saturday 5 April, when Union Fleurs members and guests will gather for a full-day kick-off workshop to introduce the *UNION FLEURS HORIZON 2016 Strategic Review*. The meeting will address future challenges in the sector and use inputs from both academic lecturers and participants themselves to draw a common vision statement for Union Fleurs and the global Floriculture sector in the next two years.

In addition to the meetings and work sessions, the 3-day programme will include a number of social events and visits to the surrounding areas of Las Palmas and Agüimes.

Over 40 participants from 15 countries will be present. Reflecting the global reach of Union Fleurs, participants are coming not only from EU countries but also from Turkey, Morocco, Kenya, Colombia and Japan. Guests will include representatives from FLORINT, the International Florists' Organisation, FSI, the Floriculture Sustainability Initiative and AIPH, the International Association of Horticultural Producers, who kindly offered to sponsor the Gala Dinner on 5 April as an acknowledgement of Union Fleurs' significant help and support in the recent structural re-evaluation of AIPH and its administrative establishment in Brussels.

For further information, please contact:

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Note to the editors:

Union Fleurs – International Flower Trade Association is the international umbrella organisation for national associations and companies active in the floricultural trade. The general mission of Union Fleurs is to represent, promote and defend the worldwide interests of the traders and wholesalers in cut flowers, cut foliage and pot plants.

Union Fleurs was founded in 1959 in Brussels and has nowadays members in 20 countries worldwide (in Europe, Africa, Middle-East, South and North America, and Asia). Within its membership, Union Fleurs gathers over 3.000 companies worldwide, of which more than 1,500 floricultural traders and wholesalers in the EU. Members account for more than 80% of the total value of the worldwide trade of cut flowers and pot plants.

More information on Union Fleurs is available at: www.unionfleurs.org
