

Welcome to the global wedding flowers webinar

FloraCulture International (FCI) magazine, supported by the International Association of Horticultural Producers (AIPH), and Flower Academy Italy are delighted to announce the first global live-stream wedding flowers industry event on Monday 25 October from 4pm to 5.30pm (Central European Summer Time). And you're formally invited to attend.



Wedding ceremonies are unthinkable without flowers – they add color, joy, fragrance, and help set the mood of celebration. The value of the global wedding market was reported to be over \$300 billion in 2019. Then the virus chaos struck, and wedding celebrations stopped in 2020.

This free webinar will demonstrate that the global wedding flower market is indeed blooming again.

With no expense spared, the organization has hired Villa Mosconi Bertani. It is a perfectly preserved historic residence full of romantic charm, with eight hectares of parks in the center of an unspoiled valley just a few minutes from Lake Garda. The estate will be this free webinar's elegant backdrop to update the online guests about the global wedding flowers market in 2021, the increased demand expected for 2022, and the latest trends in bridal bouquets, boutonnieres, and floral centerpieces.



During this free event, there will be interviews with Simona Polli, chief editor of the Italian wedding magazine SposaWhite, top florist and event planner Patrizia Braida from Bloom's Academy, and the newly appointed Dutch ambassador to Italy, his Excellency Mr. Willem van Ee.

Also among the guests are Jules Lewis Gibson, President and Creative Director of Florists' Review Media Group, which has been serving the floral industry since 1897.

Passionate about international business, Reinier Haasnoot is OZ Export's New Business Manager. He will highlight the importance of a good buyer /seller relationship between wholesalers, florists and wedding event organizers.

Event organizer Valeria Randazzo from Italy's leading horticultural trade show Myplant&Garden will be on hand to reveal the first details about the Wedding Pavilion at the forthcoming Myplant show (February 23-25, 2022).