

## Keynote speaker & past-winners panel; a new format for the AIPH International Grower of the Year Awards

The 2024 edition of the AIPH International Grower of the Year (IGOTY) Awards presents a new format for the well-established celebration of the industry's top producers. This year, the prestigious awards ceremony will be complemented by an industry conference titled 'Seeds of Success.'

Organized by the International Association of Horticultural Producers (AIPH) in collaboration with Host Sponsor IPM Essen and Founding Partner FloraCulture International (FCI), the awards recognize the 'best of the best' in ornamentals production. Taking place on 23rd January 2024 at IPM Essen, Germany, the IGOTY Conference and Ceremony will bring together influential speakers, past IGOTY winners, and current finalists.



'Seeds of Success' welcomes Ynzo van Zanten as its keynote speaker. An accomplished entrepreneur, Ynzo has built extensive experience with well-known brands such as Tony's Chocolonely and Innocent Drinks. He is widely recognized for his views on current economic and societal trends and how entrepreneurs face the challenge of balancing financial success with social impact.

Also included in the conference is a panel session featuring past IGOTY winners. Led by Ed Smit and Renee Snijders of Jungle Talks, the session will focus on what made the winners' businesses so successful and matters of importance to them.



Michael Perry, aka Mr Plant Geek, will join as the event's MC. With a background as a Product Developer for Thompson Morgan before switching to a career as a social media influencer, Michael has a unique view of the industry from both the inside and outside. During the Awards Ceremony, Michael will be accompanied by Sirekit Mol, Head of Commercial Operations for Beekenkamp Plants BV. Together, the pair will announce the winners of the awards.

Tickets for 'Seeds of Success' and the Awards Ceremony cost only €75 (incl. VAT) per person. Groups of five tickets are available for the discounted price of €300 and groups of ten for €600. To secure your place, visit the [AIPH Website](#).

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