



18 October 2021

First Global Wedding Flowers Webinar

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. FloraCulture International ([FCI](#)) magazine and [Flower Academy](#) Italy announce the first global live-stream wedding flowers industry event on Monday 25 October from 4pm to 5.30pm (Central European Summer Time).

This free webinar will demonstrate that the global wedding flower market is indeed blooming again. It will give an update about the global wedding flowers market in 2021, the increased demand expected for 2022, and the latest trends in bridal bouquets, boutonnieres, and floral centrepieces.



Photo Arie-Frans Middelburg

White Sposa

During this event, there will be interviews with Simona Polli, chief editor of the Italian wedding magazine [White Sposa](#), top florist and event planner Patrizia Braidà from Bloom's Accademy, and the newly appointed Dutch ambassador to Italy, Willem van Ee.

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

Reinier Haasnoot is manager New Business at Dutch floral wholesale company OZ Hami (part of Dutch Flower Group). He will focus on the value of looking for solutions and ways to improve collaboration 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).