

# 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 colour, 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.

We have hired the romantic residence of Villa Mosconi Bertani, with eight hectares of parks in the centre of an unspoiled valley just a few minutes from Lake Garda. This historic estate will be this FREE webinar's elegant backdrop to update our 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 centrepieces.

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

Also among our 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 organisers.

Event organiser 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).

We are grateful to our webinar sponsors, including Anthura, Chrysal, Decorum, Dümme Orange, Avalanche+, Hamifleurs and OZ Export. Our supporting partners The Dutch Embassy in Rome, Bloom's Accademy, Denis Zorzi, Fiori Italiani (AFFI), Flover, Holla Roses, Marta Paon, Myplant&Garden, Piet Vijverberg, Sonia Spose, Sonneveld Hydrangea, Tecarflor and Villa Mosconi Bertani.