



FloraHolland House, Home of Opportunities Program 2015

Wednesday 4th November

Time	Subject
08.00 - 08.30 am	Kick Off for employees and exhibitors
08.30 - 09.00 am	Press breakfast meeting
09.00 - 09.30 am	Presentation Hillenraad 100 'How do I enter the Hillenraad 100? By Martien Penning, founder Hillenraad
09.30 - 10.00 am	Great opportunities in the horticultural sector? By Jan de Ruyter (Sectormanager Agriculture ABN AMRO)
10.15 - 11.00 am	Hollands Beste Bloemstylist, battle between the finalists, with jurymember Hanneke Frankema in the lead and comment by Jacco Kaarsemaker (FloraHolland)
11.00 - 11.30 am	Florian Seyd, master florist (English)
12.00 - 13.00 pm	Remy Steijger, social media expert
13.00 - 13.30 pm	FloraHolland strategy 2020 'where are we, what is our goal? By Ina Tillema (FloraHolland)
14.00 - 15.00 pm	Presentatie Bloomon. by Bart Troost founder Bloomon
15.00 - 16.00 pm	Consumenten Café, get to know the young consumer 'where do they buy flowers and plants?'
16.00 - 17.00 pm	Preference, Conceptstore involves consumer in product- and conceptdevelopment by Francine van Wijk, Paul Ras and Remy Vermeire from VoorKeur B.V.

Thursday 5th November

Time	Subject
10.00 - 11.00 am	Adjiedj Bakas, trendwatcher (English)
11.00 - 11.30 am	FloraHolland Strategy 2020 World Flower Exchange, trade mission to China by Guido de Wit (FloraHolland)
11.30 - 12.00 am	Together Online, vision FloraMondo (FloraHolland)
12.00 - 13.00 pm	Less waste by cooperating partners in horticultural chain by Quality Service FloraHolland (English)
13.00 - 14.00 pm	Green agenda, Green for an healthy life and work environment by Albert Haasnoot (FloraHolland) and Dr. Jolanda Maas VU Amsterdam
14.00 - 15.00 pm	Hana Ike Bloemistenbattle in cooperation with HilverdaKooij and HilverdaDe Boer
15.30 - 16.00 pm	24/7 Green, launch platform by Lodewijk Hoekstra
17.00 - 20.00 pm	FloraHolland Trade Fair Café
17.30 - 18.00 pm	Presentation winner Best Stand Award

Friday 6th November

Time	Subject
07.00 - 08.00 am	Twuinbijt, Twitter breakfast session
07.30 - 08.30 am	Flowering the Future, guided tour for FPC youth FloraHolland
08.30 - 09.30 am	Together Online, vision FloraMondo (FloraHolland)
09.30 - 10.30 am	Consumenten Café, get to know the young consumer 'why do they buy flowers and plants?'
11.00 - 11.30 am	FloraHolland Strategy 2020: Improving Together by Sander van Geffen (FloraHolland)
11.30 - 12.30 pm	Spencer Heijnen, life coach about Happiness with flowers and plants (English)
12.30 - 13.00 pm	Less waste by cooperating partners in horticultural chain by Quality Service FloraHolland
13.00 - 13.30 pm	24/7 Green, launch platform by Lodewijk Hoekstra