

## PRESS RELEASE

# IPM 2011: Focus on new Danish plants

**Visit the joint Danish stand in hall 5 for an unusual and spectacular plant experience!**

### **Exclusive Danish new products stand**

Year upon year, the Danish horticultural nurseries continue to excite the international plant industry with their constant innovative efforts and creativity, and IPM 2011 will be no exception.

In 2011, Floradania will be placing particular focus on new plants and concepts, with a unique new products stand designed as a fashionable room in the middle of the joint stand, where the new plants will be presented along with the coming trends.

In association with the new products stand, there will also be a special area with mini-plants, the production of which is another of the special strengths of Danish nurseries.

### **Floradania Innovation Awards 2011 – VIP event**

The new products stand will also provide the setting for the announcement of the winners of the Floradania Innovation Awards 2011, in each of the four categories: Flowering Houseplants, Green Plants, Seedlings and Concepts.

The awards ceremony will take place at an exclusive VIP event on the opening day, 25 January, from 6.00 pm - 8.00 pm, which will be attended by Danish Minister of Transport Hans Christian Schmidt. The entire international press corps and professional buyers will also be invited.

### **Communication Zone - Press Area**

Once again this year, a special press area will be located alongside the joint stand, where there will be an info stand and other facilities for the press.

### Speed dating

On the first day, 25 January, a speed dating event for the press will be held in the Communication Zone. Danish gardeners will be talking about their new plants and concepts, and there will be an opportunity to ask questions. The event will take place at 2.00 pm.

### Press tours

On the following two days, 26-27 January, there will be press tours at 11.00 am and 3.00 pm each day.

### Joint press pack

A press pack with materials from the Danish exhibitors and summaries of the new products will be available in the press room at the joint stand, and at the fair's two press centres.

Further information may be obtained from the joint marketing company of the Danish potted plant industry, Floradania Marketing A/S. Contact Lone Taklo at tel. +45 4565 9262, or via e-mail to:

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