GROWERTALKS

GT in Brief

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International Floriculture Expo to Take Place September 16-18

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The International Floriculture Expo announced new dates for the 2021 event, which will now take place Thursday, September 16 to Saturday, September 18 at the Miami Beach Convention Center. Due to the recently worsening magnitude of the public health and safety issues posed by COVID-19, the organizer, Diversified Communications, has concluded that postponement of the expo to later in the fall is unavoidable.

“We have heard repeatedly from both exhibitors and buyers that IFE needs to happen in 2021. Luckily, we were able to secure very attractive dates in September that will put us in the best possible position to bring the floral community together in Miami,” said Event Manager Harrison Hines.

IFE customers can look forward to an entire program of free floral-focused, educational content as part of Floral Connect, a virtual IFE spinoff that was originally brought to market in the fall of 2020. Topics will include seasonal product spotlights, interactive workshops, visual and design presentations, and sessions focused on profit growth and technical aspects of the floral industry. Sessions are free to join and will continue throughout the year leading up to the International Floriculture Expo this fall in Miami.

Further questions and inquiries regarding the International Floriculture Expo can be directed to info@floriexpo.com.
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