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Recovery From Crisis

Ellen C. Wells

That may sound like the title of an international symposium on war in Syria or a domestic violence program, but it's safe to say that the COVID-19 pandemic has caused crises in every aspect of commerce and life over the year, including our own.

"Recovery from Crisis—The Future for Ornamentals" is an upcoming global virtual conference for growers, breeders, retailers, manufacturers, associations and media focused on the ornamental horticulture industry. Organized by the International Association of Horticulture Producers (AIPH), in association with our sister publication FloraCulture International, the conference will bring together leading experts in horticulture to provide ideas and guidance on how to "crisis manage" and recover from the global pandemic. From investment implications to mergers, markets to the end consumer, "Recovery From Crisis" will bring together the entire industry to brainstorm how to create a more resilient supply chain, or as the press release on the event says, "how to grow out of the crisis into a brighter future."

Confirmed speakers so far include:

- Dr. Charlie Hall, Ellison Chair in International Floriculture—Texas A&M University (USA)
- Carin van Huet, Director of Food & Agribusiness—Rabobank (the Netherlands)
- Frank de Hek—Partner at Oaklins (the Netherlands)
- Steven van Schilfgaarde—CEO Royal FloraHolland (the Netherlands)
- Craig Musson, Managing Director—WAFEX (Australia)
- Michiel de Haan, CEO—Royal Lemkes (the Netherlands)
- Jan-Dieter Bruns, Managing Director—Bruns-Pflanzen (Germany)

Just like a physical conference, you'll be able to interact with speakers and other attendees, and virtual booths for sponsors and exhibitors will be available, as well.

"Recovery From Crisis" takes place on September 15 and will start at 8:00 a.m. Central European Summer Time (CEST, which is six hours ahead of Eastern Daylight Time). Want more info and to find out how to sign up? Visit www.aiph.org/2020conference. **GP**