

Campaign: Media Today Group- Horti & Flora Expo

Objective: The objective was to create awareness about the current sector (Horti & flora) though showcasing of unique flora and fauna of country to media

Strategy: Press conferences in selective cities along with 1-1 interactions in Delhi

PR Activity: Event in Delhi was well covered as new creation of floriculture was showcased and also issue pertaining to the sector was brought to light.

Results: 120 plus clips pan India

Millennium Post Flowerly treats in the new year

Come January, and Delhiites will get to enjoy a plethora of blooming flowers in Okhla

ANANYA CHATTERJEE

THE CAPITAL is ready to host the 8th International Horti Expo 2013 and the eighth International Flora Expo come new year. The exhibition will have theme pavilions on fresh fruits and vegetables, farm machineries, potato products and technologies, cold chain, logistics, organic, medicinal herbal products and floriculture.

This expo has the Union Ministry of Agriculture as its principal sponsor along with a host of other departments including the National Medicinal Plant Board and Indian Flowers and Ornamental Plants Welfare Association (iFlora).

Flowers are unique and are factory occupations, even death. A person can refuse chocolate or pastry, but not flowers, said S Jafar Naqvi, President, Indian Flowers and Ornamental Plants Welfare Association (iFlora).

Due to rising income, craving of the new generation, globalisation and internet, people in India are willing to spend profusely on floral decoration. So, this news would be a relief for any one wanting a chunk of the burgeoning Indian floral



AT: NSIC Exhibition Complex, Okhla WHEN: 11 to 13 January

decoration markets through flowers and floral accessories," he said.

Latest varieties of flowers like anthurium, gerbera and roses from Holland, Thailand, Germany France and New Zealand will be exhibited in this Flora Expo where Thailand is considered to be the main country in focus for blooms. There will also be a presentation with the theme of 'Building Bridges through flowers between nations'.

"Flora and Flora Expo aim to increase per capita flower consumption even further to give more impetus to floriculture industry."

"We can have better time, and sky is the limit," said Jafar. India has a unique culture of flower consumption in many forms like garlands, flower carpets, floral raas and floral jewelry etc in all celebrations. The Flora Expo will bring not only conventional flower and gardening industry professionals but also retailers such as home centers, supermarkets, department stores and interior shops. And this exhibition is perhaps the only opportunity in India for international suppliers to meet and trade with all of them on one single platform.

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Deccan Herald

Flora Expo charms Delhi



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Hindu Business Line

Roots & Shoots

Horti, floriculture expo from Jan 11

Ahmedabad, Jan 2
New Delhi will host the 5th International Horti Expo 2013, along with the 8th International Flora Expo 2013 from January 11 to 13. The events will be held at NSIC Exhibition Complex, Okhla, New Delhi, in which the theme pavilion will be on fresh fruits and vegetables, farm machineries and equipment, potato products and technologies, among others, according to S. Jafar Naqvi, President, Indian Flowers and Ornamental Plants Welfare Association (iFlora), here. The expo, which has



the Union Ministry of Agriculture is its principal sponsor, is being sponsored by a host of other departments including National Horticulture Mission, National Horticulture Board and Horticulture Mission for North East & Himalayan States. It is also supported by the Ministry of Food Processing Industries, Agricultural & Processed Food Products Export Development Authority (APEDA), Food Processing & Packaging Machinery Industry Association, Irrigation Association of India, National Medicinal Plant Board, and iFlora. — Our Bureau

Hindustan Times

Petal shower for the new year

The winter bloom is getting to you, it's time to go see some petting in the Capital. The eighth edition of the three-day International Flora Expo will begin in Delhi from January 11 with fresh flowers, bright colours and sweet fragrances. The expo, touted to be the largest exhibition on floriculture, nursery and greenhouse technology is expected to see participation from 14 countries, including China, Germany, Thailand and Israel among others, Indian Flowers and Ornamental Plants Welfare Association (iFlora) statement said. The partner country is the Netherlands.

"This year for the first time we shall have an event from a local organisation - World Association of Flower Arrangers. Top women designers will grace the event. Ocean, Holland, Singapore and Pakistan, will be among of iFlora's partners," said Naqvi.



htcity

PHOTO: HORTICULTURE