

# Trade Show

Netherlands; the beating heart of floriculture worldwide. He added, "We have a huge booth where we present our Ecofas growers, the sustainability label. These growers focus on sustainable production by reducing the use of crop protection products and improving the working environment. We use organic fertilizers such as cow-dung and control pests and diseases in a biological way using plant extraction products from cinnamon, pepper and garlic."

## CIOPORA

At its own stand CIOPORA, the international community of breeders of asexually reproduced ornamental and fruit plants, provided a comprehensive overview of the association's activities, drawing the public attention to essential issues of intellectual property protection in the field of plant breeding. CIOPORA's position papers presenting arguable opinions about different PBR issues and posters were available and there was also an opportunity to watch and buy the corporate video which was produced on the occasion of CIOPORA's 50th anniversary. It is estimated that CIOPORA members hold 2/3 of all PVR titles in the world. CIOPORA's newly appointed president and co-owner of rose breeding company NIRP, Andrea Mansuino, conducted the official opening ceremony of the 2011 IFTF. Commenting on the second edition of IFTF he said, "Many of the breeders exhibiting here are members of CIOPORA. CIOPORA defends the Intellectual Property of breeders and aims at stimulating the development of new ornamental varieties which is



Four Seasons Quality specialises in Ecuador-grown roses.



Awesome lilies in VWS stand.

