



European Inbound Horticulture Mission

*Raleigh, NC and Orlando, FL
September 12-15, 2016*

For 2015, the EU horticulture market is US \$30 billion based upon consumer prices. Each household spends US \$140 per year on cut flowers and ornamental plants and the demand for more quality products is increasing. EU buyers are sourcing their products more directly at the source and EU production companies are building international partnerships with worldwide producers to answer the demand for niche products and special varieties. The US is a leading horticultural player offering alternative and new opportunities for the EU.

Participants of this mission will have the opportunity to have European buyers visit their nurseries for one-on-one meetings in North Carolina, or attend one-on-one meetings at the Landscape Show in Florida.

Eligible MySUSTA companies can log into your account to [register online](#).

Fees and Dates:

September 12: Raleigh, NC \$25

September 15: Orlando, FL \$25

Registration Deadline: August 12, 2016

No refunds for cancellation after July 29th

Product Description (suitable products but not limited to):

Flowering Plants, Foliage, Liners, Plants, Trees and shrubs, Indoor Plants, Ferns, Tissue Culture

Industry Focus: Nursery

Activity Managers:

Florida Department of Agriculture and Consumer Services

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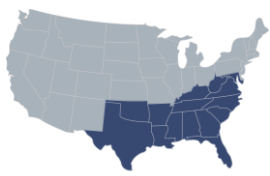
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