



Europe Horticulture Outbound Trade Mission to Floriade

The Netherlands
September 26-29, 2022

The Floriade is the International Horticultural Expo Floriade Expo 2022, The Expo offers 40 inspiring country presentations, a spectacular greenhouse complex, and a cable car over the Floriade Park, pavilions with sustainable innovations and a vibrant arts and culture program. Once every 10 years Floriade is the park to enjoy the scent and color of flowers, plants, vegetables and fruit. During the Floriade, the Dutch horticulture sector, in conjunction with national and international participants, will exhibit green solutions that can make our cities more fun, livable and sustainable making the Floriade Park a celebration of green and sustainable technology. New technologies for greenery, food, energy are going to be exhibited at this living laboratory.

This mission will include a visit to Floriade and one-on-one meetings with buyers as well as include market education. SUSTA participants will be well prepared for the mission on the EU market with a Market Briefing and one-on-one virtual consultation in the weeks before the mission. During Floriade, the delegation will stay in Amsterdam, and from this central location in the Netherlands, they visit Floriade and conducted site visits throughout the Netherlands.

Participation Fee: \$400 (if you register and pay before May 26, 2022);
\$600 (if you register after May 26, 2022)

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;*
- Market Briefing & Tour;
- In-country transportation to meeting locations;
- Up to \$100 reimbursement for shipping product samples with proper documentation

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: July 26, 2022 (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

INDUSTRY FOCUS: Nursery

PRODUCT DESCRIPTION (suitable products for event): Cut Flowers, Starter Plants, Shrubs, Nursery Plants, Trees, Seeds, Gardening and Floral products

Activity Managers:

Florida Department of Agriculture & Consumer Services

Whitney Lett
Development Representative
(850) 617-7333
Whitney.Lett@FDACS.gov

Louisiana Department of Agriculture & Forestry

Deana Erdey
Assistant Director
(225) 922-2903
DErdey@ldaf.state.la.us

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

www.susta.org, (504)568-5986, susta@susta.org



SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons with special dietary needs should contact SUSTA directly. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.

SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.