

Horticulture Week Daily

## Fleuroselect celebrates 40th anniversary with first annual convention



by Jack Sidders  
Fleuroselect celebrates 40th anniversary with first annual convention - image: Fleuroselect  
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The first ever Fleuroselect annual convention was held in Poland last month when the organisation celebrated its 40th anniversary.

Vitroflora hosted the event, offering an insight into the Polish horticultural market and tours of their rapidly expanding nursery and young plant facility and in-vitro laboratories.

A number of Polish breeders and producers of ornamental crops were also present as some of the country's biggest horticultural companies helped sponsor the event.

Fleuroselect's last living founder Simon Groot led the anniversary celebrations.

Simon Groot said it's evolution was notable, highlighting its journey from a loose association founded on a gentleman's agreement, to an international an organisation.

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