

Message from

President

Floriculture Association

(Singapore)



It has been 15 years since Floriculture Association (Singapore) was founded in 1996. The association now consists of more than 70 members who are floral designers, artists, freelance, florists and business owners in this industry.

The main reason for founding this association was to attract more people who have interest in flowers to upgrade their floral skills and to share floristry experiences with different people from all over the world.

Starting from March 2009, Floriculture Association (Singapore) has been working closely with the Singapore government on the Training Competency Framework, led by the Workforce Development Agency (WDA).

Floriculture Association (Singapore) won a gold plaque at the Seventh China Flower Expo 2009, hosted by the Beijing Flower Association and the People's Government of Shunyi District, and sponsored by the China Flower Association and the Beijing Municipal People's Government.

As we uphold our five main objectives, we will once again gather our Floriculture Association (Singapore) members to

participate in the Singapore Garden Festival 2010 in mid-July, held at the Suntec International Convention and Exhibition Hall and organised by the National Parks Board (NParks).

Also, in early October we will be bringing our members to the 2010 Taipei International Gardening and Horticulture Exposition held in Taipei, and organised by the Taipei City Government and Taiwan Floriculture Development Association.

Floriculture Association (Singapore), greatly appreciate the help and support given by the Agri-Food and Veterinary Authority of Singapore (AVA) to help us overcome the difficulties we face in the local flower industry.

Irene Hee (Ms)

President

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(Singapore)