

Message from

President

Singapore Florist Association



The Singapore Florist Association (SFA) was established in 1974. Our current members consist of flowers/plants wholesalers, importers, exporters, distributors, growers, florists, landscapers, floral product importers, floral design schools, and other agri-business related companies.

Our mission is to provide networking and business opportunities for our members. Our members are also encouraged to participate in the Singapore Workforce Skills Qualification (WSQ) Floristry Training to enhance their skills, knowledge and competitiveness in this industry. Our members also conduct WSQ courses.

During the past years, the SFA has worked closely with the National Parks Board and our members have participated actively in floral and landscape designs at the Singapore Garden Festivals, Greenthumbs and Hortpark.

The SFA also participated in the Seventh China Flower Expo in Beijing in September/October 2009 and organised a trip to Vietnam in conjunction with the Dalat Flower Festival 2010 to mark Thang Long-Hanoi's 1,000th anniversary in January 2010.

This coming July, the SFA will be participating in the Singapore Garden Festival "Floral Windows of the World" competition. We are also invited by the Taipei City Government to participate in an outdoor garden display competition in the 2010 Taipei International Gardening and Horticulture Exposition from November 2010 to April 2011, together with an indoor floral display.

In the near future, we hope to see more floral and garden landscapes incorporated as part of our lifestyles in our homes, offices, schools and neighbourhood. The main challenge is to incorporate more greener technologies and also to constantly upgrade our workforce skills to meet the ever-changing demands.

We would like to take this opportunity to thank the Agri-Food and Veterinary Authority of Singapore (AVA) for its invaluable support, advice, assistance and contributions towards the success of our Industry.

Alice Ho (Mrs)

President

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