

From 2016, one of the Netherlands' most successful export products will get its very own promotional experience: the Tulip Trade Event. For three days visitors, and particularly those from abroad, will be warmly welcomed at the various exporting companies.

Within a short timeframe, business partners will acquire clear insight into the assortments available. A superb occasion that will allow the Tulip Trade Event to promote, underpin and strengthen the export position of the Dutch tulip.

With participating businesses hailing from all corners of the Netherlands combining their open days, the first Tulip Trade Event is bound to hit the ground running. Exporters can showcase the assortments they have available in full bloom and to their very best advantage against the backdrop of their own premises.

The interest of foreign trading partners is sure to be energised by drawing international attention to the Tulip Trade Event. Given the excellent collaboration between the various tulip breeders and exporters, expectations for the third edition in 2018 are enormous. So make a careful note of these dates in your diary: 14 March through to and including 16 March 2018.

<http://tuliptradeevent.nl/en>