

Invitation to Webinar “Floriade International Horticulture Expo 2022 in Almere - Growing Green Cities – hosted by Netherlands Embassy

The Agricultural Counsellor of the Embassy of the Kingdom of the Netherlands, Ms. Denise Lutz, cordially invites you to the online event Floriade - Growing Green Cities.

The event will take place on Monday 26 September, 9.00-10.00 CET/ 16:00-17:00 JST, with its focus on the Floriade, the renowned, 10-yearly international horticulture exhibition.

In an ever more urbanized world, greener and cleaner cities are essential to a good living environment. Horticulture can make an important contribution in the form of areas of greenery, but also in the form of urban agriculture. The Webinar will highlight the significance of horticulture as regards climate mitigation and adaptation, enhancing biodiversity and strengthening the eco-system in urban areas. The webinar aims to inspire the horticulture sector in both Japan and the Netherlands to expand their business opportunities in this field of sustainable development and strengthen their ties.

There will be presentations, one titled “Agriculture and the cities, in search of harmony with nature”, as well as presentations on the Floriade and its theme of sustainable development, and on the Japanese contribution to the exhibition, made possible by the Ministry of Agriculture, Forestry and Fisheries, and the Ministry of Land, Infrastructure, Transport, and Tourism. The Floriade and the Japanese pavilions were visited by State Minister Atsushi Nonaka, on Japan Day at the Floriade, 7 September.

■ When	Monday 26 September 2022, 16:00–17:00 JST (9:00–10:00 CET)
■ Working language	English & Japanese with simultaneous interpretation
■ Participation fee	Free
■ Platform	Zoom Webinar
■ Program	See Page 2
■ Registration	Register here
■ Inquiries	Department for Agriculture, The Netherlands Embassy in Tokyo tok-lnv@minbuza.nl



Zoom Webinar



Hosted by the Embassy of the Kingdom of the Netherlands in Japan

Floriade International Horticulture Expo 2022 in Almere - Growing Green Cities -



When **Mon. 26 September 2022**
9:00-10:00 CET
16:00-17:00 JST

Language **English & Japanese**

Participation **Free of charge**

Please register via

https://us06web.zoom.us/webinar/register/WN_DH247n1tT9yoSx8fh7mlbQ

After registering, you will receive a confirmation email containing information about joining the webinar.

Webinar Program

Moderator: Denise Lutz, Agricultural Counsellor, Embassy of the Kingdom of the Netherlands

CET	JST	Programme & Speakers (honorifics omitted)
9:00	16:00	Opening remarks By Denise Lutz, Agricultural Counsellor, Embassy of the Kingdom of the Netherlands in Tokyo
9:05	16:05	Presentation: Agriculture and the cities: looking for harmony with nature By Frederik Vossenaar, Special Envoy at the Netherlands Ministry of Agriculture, Nature & Food Quality
9:10	16:10	Presentation: Growing Green Cities, the theme of Floriade By Xander de Bruine, Programme Manager, Floriade
9:25	16:25	Presentation: Satoyama Farm Garden, Japanese Pavilion (Indoor Exhibition) By Shinji Tsunoda, Coordinator for International Horticultural Exhibition Horticultural Crop Division, Ministry of Agriculture, Forestry and Fisheries (MAFF)
9:40	16:40	Presentation: Satoyama Farm Garden, Japanese Pavilion (Outdoor Exhibition) By Wataru Nomura, Senior Deputy Director, Parks, Green Spaces, and Landscape Division, Ministry of Land, Infrastructure, Transport and Tourism (MLIT)
9:50	16:50	Presentation: 2027 Yokohama International Horticultural Exposition By Ryuichi Wakisaka, Executive Director, Strategic Management Department, Japan Association for the International Horticultural Expo 2027, Yokohama
9:58	16:58	Closing remarks By Denise Lutz, Agricultural Counsellor

The programme may be subject to change without prior notice.