



IGCA 2022
THE NETHERLANDS
CELEBRATING GREEN INNOVATION

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Lessons from
Retail Practices in
the Netherlands

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IGCA History

The International Garden Centre Association (IGCA) exists to provide a forum for the mutual exchange of information and benefit of similar minded, independent garden retailers on a worldwide basis. Beginning in 1960, a group of garden centre owners began annual tours within Europe organized by a German Company, who also published a garden centre journal. IGCA was officially born in 1968, at a joint Conference in Oxford, England of the Horticultural Trade Association and the British Group of Garden Centres. This Conference was also attended by representatives from other European Countries, where small groups of Garden Centres existed. Jeffrey Bernhard of the United Kingdom was elected to be the first IGCA President for a term of three years. The Association was governed by a Council of Representatives from eight countries (including the USA), who met twice a year.

IGCA continues to grow, attracting individual garden centres from around the world, and helping garden retailers become more competitive in a changing retail environment. The annual congress often sees over 200 delegates, from up to 20 different countries, and has incorporated a study tour that has a strong learning focus for the younger generation.



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2023
IGCA 2023

2019
United Kingdom
September 1-4, Windsor
IGCA CONGRESS 2019 WINDSOR, ENGLAND

2018
Czech Republic
September 16-21, Prague
IGCA PRAGUE 2018

2017
Canada
September 17-22, Niagara Falls
IGCA CONGRESS CANADA

2016
Switzerland
September 10-14, Basel
IGCA CONGRESS 2016 SWITZERLAND

2015
DENMARK
August 1-5, Billund
IGCA CONGRESS DENMARK 2015

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Key themes from IGCA 2022

- ▶ The Floriade
- ▶ The Environment
- ▶ Pollinator Health and Habitat
- ▶ Pets
- ▶ Food, especially Fruit
- ▶ Merchandising
- ▶ Cool stuff

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The Floriade

EXPO FLORIAD 2022 | AMSTERDAM ALMERE | INFO, OPENING HOURS & PRICES

153 acres of horticulture

A visit to Holland in 2022 gives you the unique opportunity to visit the Expo Floriade. Once every 10 years, the Expo Floriade is held in Holland. This major world exhibition brings everyone with a green heart together. Taste, smell and enjoy nature together. Floriade opens on 14 April 2022 and will be open until 9 October 2022. Come and experience Expo Floriade for yourself!

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Floriade

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Floriade

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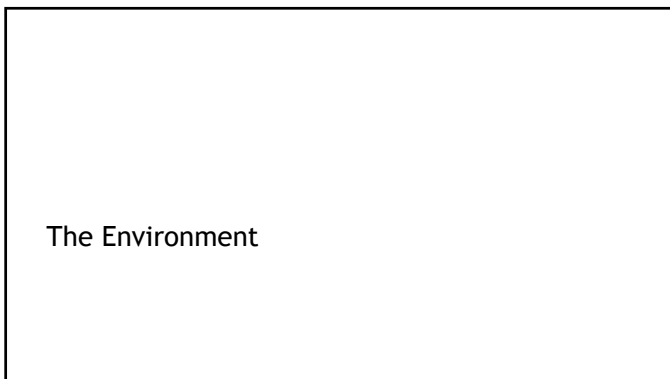
Floriade

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Floriade

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Abbing, Netherlands

12



Abbing, Netherlands

13



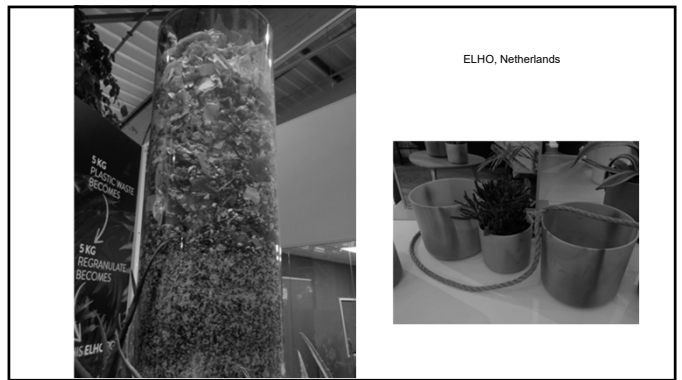
ELHO, Netherlands

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ELHO, Netherlands

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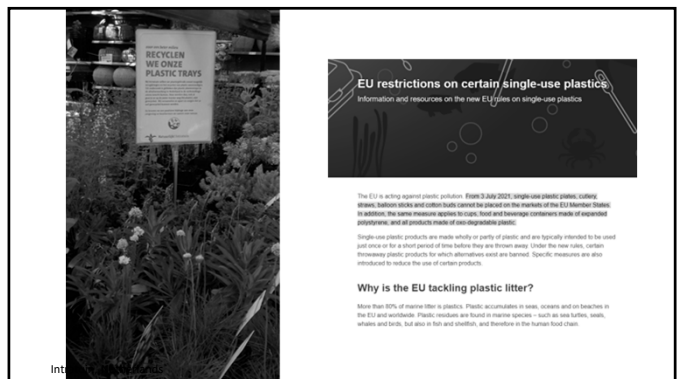
ELHO, Netherlands

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Vechtweelde, Netherlands

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Int

18



Plantencentrum Velden, Netherlands

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Coolings Garden Centre, England

20

Pollinator Health and Habitat

21



Abbing, Netherlands

22



Floriade

23



Intratuin, Netherlands

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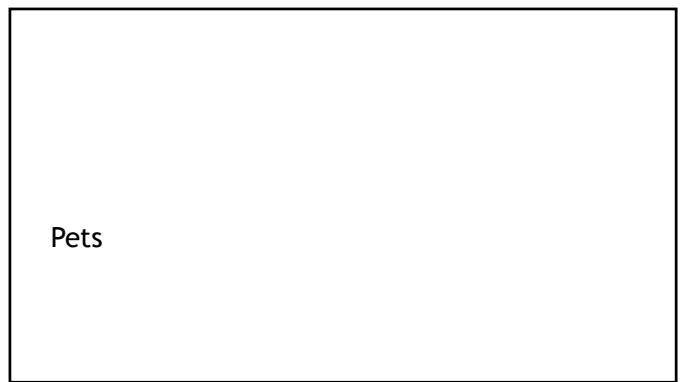
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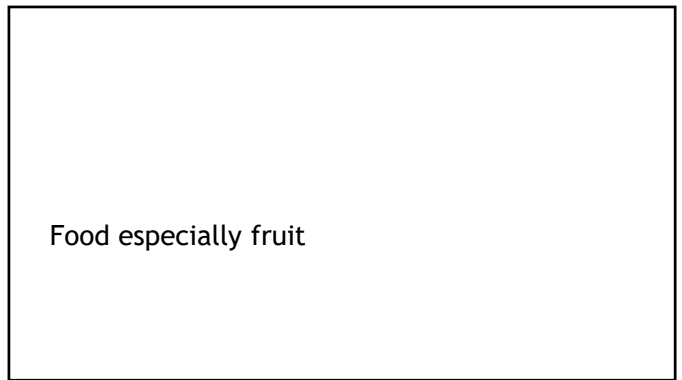
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Intratuin, Netherlands

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Plantencentrum Velden, Netherlands

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Copplemans, Netherlands

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DeBosrand Oegstgeest, Netherlands

40



Intratuin Barnveld, Netherlands

41



Intratuin Barnveld, Netherlands

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Schmitz, Netherlands

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DeBosrand
Oegstgeest,
Netherlands

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DeBosrand
Oegstgeest,
Netherlands

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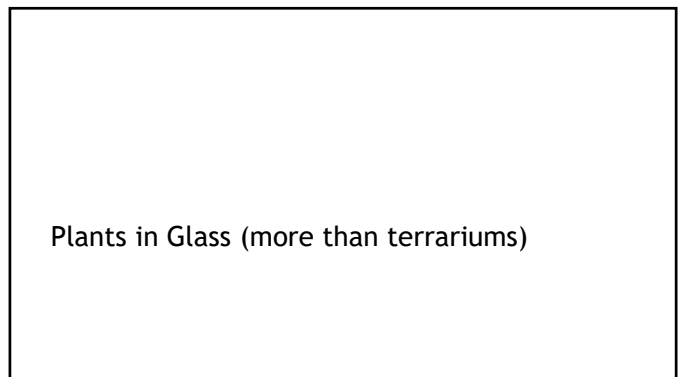
DeBosrand
Oegstgeest,
Netherlands

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Vechtweelde,
Netherlands

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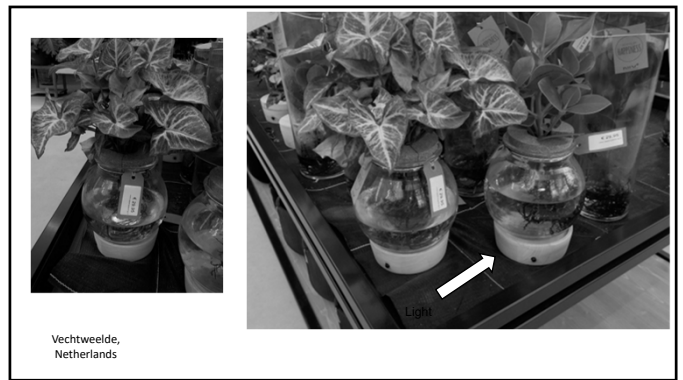
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Merchandising

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Abbing, Netherla

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Plantencentrum Velden, Netherlands

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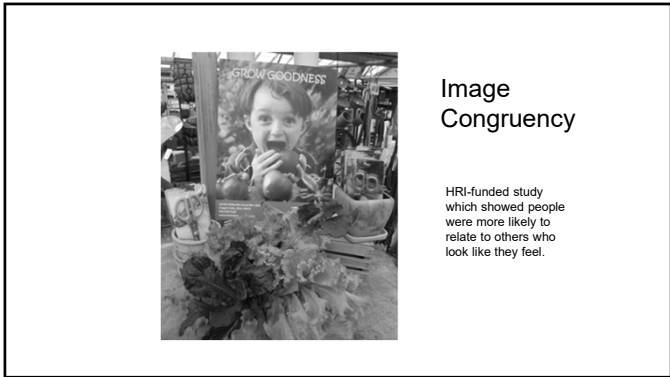
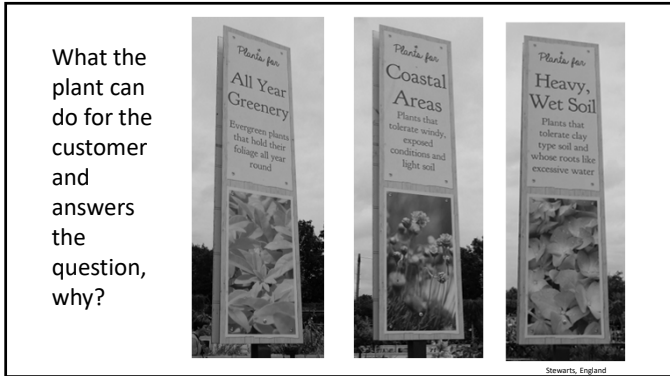


Image Congruency

HRI-funded study which showed people were more likely to relate to others who look like they feel.

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What the plant can do for the customer and answers the question, why?

Stewarts, England

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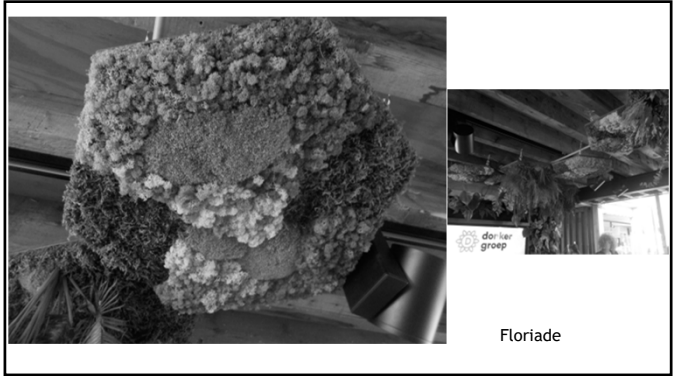
Staff picks work for so many retailers, why not us?

Squires, England

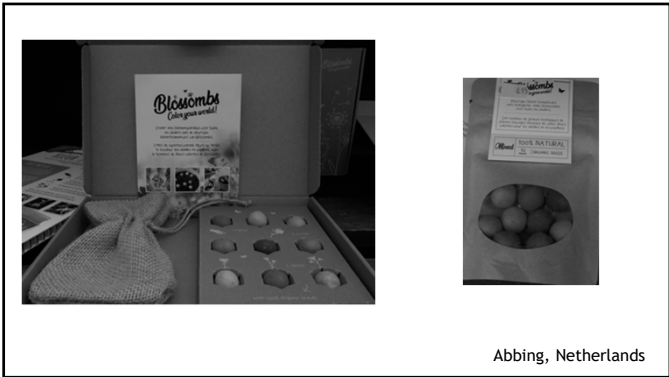
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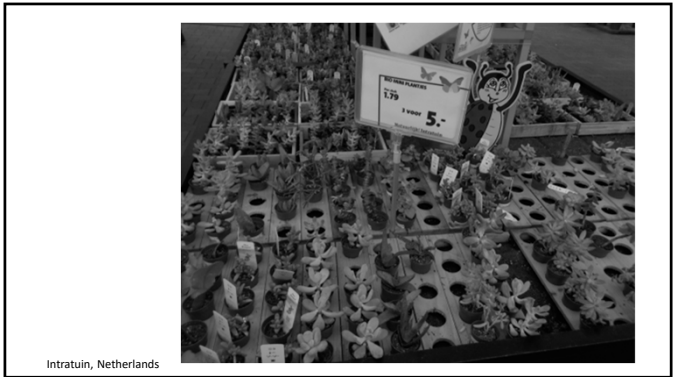
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Vechtweelde,
Netherlands

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Vechtweelde,
Netherlands

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Copplemans,
Netherlands

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Itratuin Barnveld,
Netherlands

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Orchid Growers,
Netherlands

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DeBosrand
Oegstgeest,
Netherlands

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Plantcentrum
Velden,
Netherlands

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DeBosrand
Oegstgeest,
Netherlands

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Coppelmans,
Netherlands

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Schmitz, Netherlands

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INVITATION TO INSPIRATION

IGCA 2024 ITINERARY ACCOMMODATION REGISTRATION QUÉBEC SPONSORS TERMS & CONDITIONS

MONTRÉAL & QUÉBEC CITY • CANADA

Welcome to IGCA 2024
The 64th International Garden Centre Association's (IGCA) Congress, hosted by Garden Centres Canada (GCC), a commodity group of the Canadian Nursery Landscape Association (CNLA), is coming to Montréal and Québec City from August 25-31, 2024.

A Pre-Tour will be offered in Québec City from August 22-24 Pre-Tour Package

During the annual Congress, more than ten garden centres will be visited plus local attractions. Morning business sessions and an Interactive Tour are being offered allowing garden centres time to exchange best practices, ideas and experiences with one another.

IGCA 2024 Highlights

- Extend your visit with the Congress Pre-Tour!
- Visit 10+ garden centres over 5 days of tours
- Connect with major retailers & suppliers
- 20+ Countries Represented

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