

# 25 AUGUST 2010

## Programme

### morning

Breakfast at the hotel

### 9.30 hrs

Transfer

### 10.00 hrs

Heather decorations made in situ – with florist Isabel Joeden at Blumenreich florist's Heinrich-Heine-Allee 51 40213 Düsseldorf (www.blumenreich-duesseldorf.de)



### 12.00 hrs

End of the press visit.  
Individual transfer to Düsseldorf airport



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## PRESS VISIT

to Düsseldorf  
and the Lower Rhine,  
the biggest growing area for  
heathers in Germany.



Masterpieces of the  
florists' art  
and creative styling ideas –  
using heathers!

24–25 August 2010



# 24 AUGUST 2010

## morning/midday

Individual arrivals and check-in at  
Hotel Esplanade  
Fuerstenplatz 17  
40215 Duesseldorf

## 14.30 hrs

Bus transfer from the hotel



## 15.00 hrs

company visit to  
Matthias Küpper's nursery  
Straelener Str. 30  
47669 Wachtendonk  
([www.kueppers-jungpflanzen.de](http://www.kueppers-jungpflanzen.de))

## 16.30 hrs

Bus transfer to Landgard  
Veilingstraße A1  
47638 Straelen-Herongen  
([www.landgard.de](http://www.landgard.de))



## 17.00 hrs

Visit to the Autumn Buying Days with  
emphasis on heathers at Landgard  
([www.landgard.de/veranstaltungen.html](http://www.landgard.de/veranstaltungen.html))



## 17.45 hrs

Short walk to the Heather Fashion Show at  
Landgard

## 18.00 hrs

Heather Fashion Show (with light  
refreshments).  
Students of the Freie Modeschule  
Duesseldorf, with the assistance of master  
florist Isabel Joeden, present their creative  
styling ideas



## 19.30 hrs

Bus transfer to the hotel in Duesseldorf

## 21.00 hrs

Joint evening meal in a restaurant in  
Duesseldorf's Old City