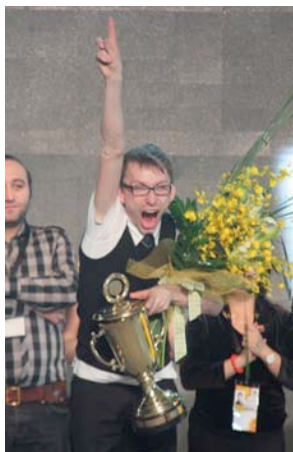


Dear Interflora florist,

Subscribe now for the free newsletter at www.dutch-creations.com and read about all assignments made at the Interflora World Cup in Shanghai and many many more inspiring arrangements made by florists all over the world!

Interflora and Dutch Creations – shared passion for flowers



Dutch Creations successfully sponsored the Interflora World Cup Competition 2010 in Shanghai.

The championship was supplied with many flowers and plants by the cooperative breeders of Dutch Creations. All twenty participants were herewith assured of products of the highest quality.

After two days of preliminary assignments and an exciting day of the final events, Stein Are Hansen emerged as Winner of the Interflora World Cup in Shanghai. He was thrilled to win this prestigious event.

The first runner-up was Yvonne Roth from Switzerland while Chang Sung Won from Korea took the third position.

Live reports by Dutch Creations

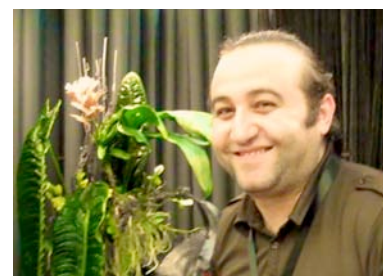
Thousands of spectators visited the event site in Shanghai and many of people from all over the world followed the championship through several media. Dutch Creations went to Shanghai with 5 reporters and managed to make daily reports about all assignments made and interviewed all contestants. Want to read about the designers' personal ideas regarding the designs made for the World Cup? Visit www.dutch-creations.nl/worldcup and find out!

Dutch Creations People's Choice Award

Besides the official World Cup Champion price, Dutch Creations awarded a special distinction to the public's favourite designer. The general public was able to vote via the website www.dutch-creations.nl/worldcup/text/25/ for their favourite designer.

Designer Araik Galstyan from Armenia was appreciated the most by the worldwide audience, he is therefore the winner of the Dutch Creations People's Choice Award.

Fernando Espadas Campillo, the candidate from Spain, was the second most popular designer in this special election.



Dutch Creations

Dutch Creations is a cooperation of the leading breeding and propagation companies Anthura, Corn Bake, Fides, Schreurs and Van Den Bos.

The website www.dutch-creations.com is available in many languages and offers not only information about the World Cup, but also year-round inspiration and information for florists. Dutch Creations sends digital newsletters including inspirational articles, news about new varieties and product package.

Click at www.dutch-creations.nl/signup.php?stap=12 to subscribe to our free newsletter