

## Press release

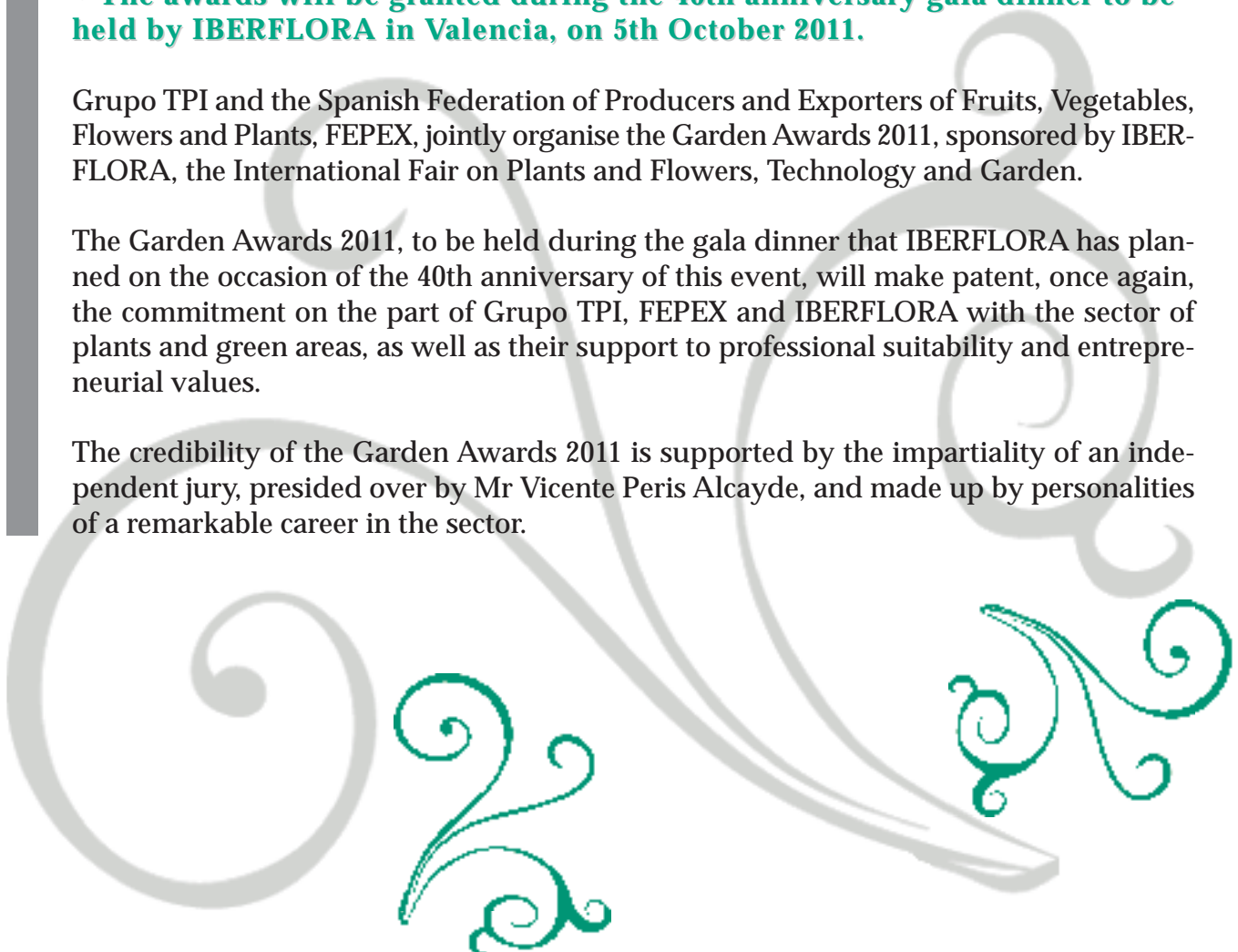
# Grupo TPI & FEPEX call the I Garden Awards 2011

- **The credibility of the Garden Awards 2011 is endorsed by the impartiality of an international independent jury, made up by personalities of a remarkable career in the sector.**
- **This edition has Iberflora's Golden Sponsorship, the International Fair on Plants and Flowers, Technology and Brico-garden.**
- **The awards will be granted during the 40th anniversary gala dinner to be held by IBERFLORA in Valencia, on 5th October 2011.**

Grupo TPI and the Spanish Federation of Producers and Exporters of Fruits, Vegetables, Flowers and Plants, FEPEX, jointly organise the Garden Awards 2011, sponsored by IBERFLORA, the International Fair on Plants and Flowers, Technology and Garden.

The Garden Awards 2011, to be held during the gala dinner that IBERFLORA has planned on the occasion of the 40th anniversary of this event, will make patent, once again, the commitment on the part of Grupo TPI, FEPEX and IBERFLORA with the sector of plants and green areas, as well as their support to professional suitability and entrepreneurial values.

The credibility of the Garden Awards 2011 is supported by the impartiality of an independent jury, presided over by Mr Vicente Peris Alcayde, and made up by personalities of a remarkable career in the sector.



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With a view to embracing the large scope of product and service range, the Garden Awards 2011 has created the following categories:

### **I Garden Awards 2011: Product Category**

1. Fertilizers, soils and phytosanitary products.
2. Tools and machinery.
3. Furniture, accessories and garden systems.
4. Pet products and accessories.
5. Seeds, plants & flowers.

### **I Garden Awards 2011: Green Area Category**

1. **Project or Public Work.** The Works entailing a sustainable development strategy and that should be of public interest will be given the award. Another feature is, as a condition sine qua non, that the work or project should be socially profitable and innovative, as well as contributing to the community's welfare.
2. **Project or Private Work.** Criteria such as the landscape integration quality, the creativity and innovative feature of the Project, as well as the sustainability of the solutions introduced as well as their efficiency regarding the final result will be valued.

As the I Garden Awards coincide with the celebration of IBERFLORA's 40th anniversary, the following awards will also be granted:

### **Extraordinary Awards 2011**

1. Extraordinary Award to the best Garden Centre owner/tender 2011 awarded and delivered by FEPEX.
2. Extraordinary Award to Innovation awarded and granted by IBERFLORA.
3. Extraordinary Award to the Professional Career.
4. Extraordinary Award to the Export Firm.

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To an unprecedented initiative in the sector, these Awards mean to become a differentiating platform that acknowledges the firms and the professionals that have achieved differentiating contributions to the sector. As stated by José Luis Prado, CEO of TPI Editorial Group, “We are facing the staging of Awards of great strategic importance because of their size and scope. The use of synergies with FEPEX and IBERFLORA’s sponsorship will certainly lead to development of these exemplary Garden Awards 2011 and to successful participation”.

Vicente Peris Alcayde, president of the Iberflora Organizing Committee, Chairman of FEPEX Comité for the Plants and Flowers, and secretary general of the Association of Flowers, Plants and Horticultural Technology of the Valencian Autonomous Community has stated that “in calls of this kind, credibility is essential, and in this case, it is endorsed by the impartiality of an international independent jury, made up by professionals with an outstanding career and acknowledged for their integrity and committed work with the sector”. He went on saying that “these Garden Awards 2011, created by Grupo TPI and FEPEX, with IBERFLORA’s sponsorship, involve remarkable acknowledgement to the professionalism in every sector taking part in the Fair”.

The bases of the I Garden Awards 2011 and the members of the jury will be available on the website of Grupo TPI ([www.grupotpi.es](http://www.grupotpi.es)), IBERFLORA ([www.feriavalencia.com/iberflora](http://www.feriavalencia.com/iberflora)) & FEPEX ([www.fepex.es](http://www.fepex.es)).

The ruling of the jury will be officially released on 5th October in the gala dinner of IBERFLORA’s 40th anniversary, with an expected attendance of over 500 professionals of the sector.



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### **About FEPEX**

The Spanish Federation of Associations of Producers and Exporters of Fruit, Vegetables, Flowers and Live Plants, FEPEX, is a sectorial non-profit organisation of a private kind whose main objectives are rendering services to the members, the defence of their interests and the representation before the various administrations, institutions, decision-making organs and international organisations.

Established in 1987, FEPEX comprises 26 autonomous or provincial associations which are in turn made up by over 1500 production and trading firms, sorted out into three branches or activity sectors: the production and export of fruit and vegetables, the major segment in the Federation; the production and marketing of products of "Ready to use Fresh Vegetables"; and the production and export of flowers and live plants.

### **About Iberflora**

The International Fair on Plants and Flowers, Technology and Brico-garden, is holding its 40th anniversary. In this edition, it will open its doors from 5th to 7th October 2011. Its extensive experience has placed it among the leading trade shows in the sector, and has been acknowledged in Europe as an ornamental plant competition benchmark since its early editions.



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### **About Grupo TPI**

TPI Communication Group, specialised in technical information for professionals in the main economic sector, every day renews the commitment it has managed to maintain with its readers: the development of pluralistic media, critical, independent and established on the basis of credibility. It is currently editing twenty headers of its own on paper, nineteen Internet portals and organizes meetings, awards and trade shows. It is also the content and publishing provider of large firms in Spain.

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