

# Inspiration

news by sion

## Sion's most instagrammable flower dinner

On Monday 11 June we kicked off the FlowerTrials® with the Flower Dinner. This year's theme was "Sion's Most Instagrammable Orchid Show". The dinner was attended by more than 150 customers from countries including Brazil, Iran, Peru, Mexico and the Netherlands.

The pre-dinner talk was given by trend interpreter Sandra Könings, who spoke about upcoming trends and what scope they offer for Phalaenopsis. 'I can still see plenty of opportunities for Phalaenopsis. Whether the trend is white, urban or jungle, Phalaenopsis always fits in with the *zeitgeist*: for every day, every country and every festive occasion. Phalaenopsis also makes a great gift: a bouquet that blooms for more than two months,' Könings said.

We can look back on a successful week in which we welcomed more than 450 visitors. You can watch a short video compilation of the event below.



## Orchid Creators

As breeders we believe that it is important to show the faces behind our new varieties: our Orchid Creators. Therefore, at the FlowerTrials® we presented our three breeders with life-sized portraits. The whole breeding process was also given a prominent place. You will be able to find more on this on our website [www.sion.eu](http://www.sion.eu) soon.



## Hortitec Brazil 2018

This year we attended our fourth Hortitec in Holambra, Brazil, from 20 to 22 June. Hortitec is an annual technical trade fair aimed at local growers with nurseries at home and abroad. Most of the exhibitors were suppliers of all kinds of different products for ornamentals such as cuttings equipment, substrates and fertilisers.

Sion was also present with an eye-catching stand. Visitors reacted with great enthusiasm to our presentation and took lots of pictures and selfies. Besides being a great opportunity to catch up with existing customers and suppliers, the trade fair is always the perfect opportunity to forge new contacts. One striking fact is that more and more growers in South America are interested in moving into Phalaenopsis cultivation as its popularity soars.



## Sion reinforces management board with Ewout van den Dool

Sion Young Plants has appointed Ewout van den Dool as Managing Director with effect from 1 September. He will join director/owner Eric Moor to form Sion's management board. The company's current financial director, Hans Olsthoorn, will switch to a part-time role and will retain responsibility for financial affairs and advise the Sion management board.

Van den Dool will take on responsibility for all internal management aspects, giving Eric Moor even more scope to focus on national and international market developments in relation to customers, acquisition and innovation.

Eric Moor: 'With Sion's growth and ambitions for the future, a strong team organisation plays an important role alongside constant innovation and development.'

'Over the past few years, in his role as a consultant at Triple Group, Ewout has advised various companies and entrepreneurs both inside and outside the agribusiness sector on formulating strategies, professionalising organisations and optimising business processes. With Ewout on our team we will be able to take our professionalism to an even higher level.'



## Sion Top Model in the spotlight: Evolution

With such a striking colour, Phalaenopsis Evolution can only be described as revolutionary! This strong variety is a highly successful addition to the Specially and Fancy segment.

Evolution is also suitable for use as a Cascade type. Photographic impressions and a special story line have been developed for this truly special variety. This promotional material is available for growers of Evolution.

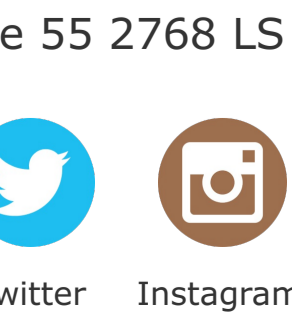
Interested? Click [here](#) to contact our marketing department.

Pot size: 12 cm  
Plant height: 55 – 65 cm  
Flower: approx. 8 cm Ø  
Number of flowers: 20+  
Keeping quality: > 70 days



## Save the date

The Royal FloraHolland Trade Fair takes place from 5 to 10 November and will coincide with our Sion Open. We look forward to seeing you there!



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