



**Michaela Havlíková**

*Europom coordinator*

Český zahrádkářský svaz

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Czech Republic

**Europom 2017 in Olomouc: Invitation for all organisations**

12<sup>th</sup> April 2017

Dear partners and potential exhibitors

We are proud to announce that **Český zahrádkářský svaz** (Czech Gardening Association) has been appointed to be the hosting organization of the 2017 Europom exhibition. This year will be the very first time when the exhibition will take place in the Central / East Europe region.

We would like to invite you to attend the 2017 Europom exhibition which will happen on **5<sup>th</sup> – 8<sup>th</sup> October 2017**. Europom will be part of a larger exhibition called **Hortikomplex**, an annual autumn event presenting fruit and vegetable of the Czech Republic to the general public. In the 4 days of the exhibition around 30 000 people visit the exhibits.

**The exact address of the Europom 2017 venue:**

Výstaviště Flora Olomouc

Wolkerova 37/17,

771 11 Olomouc

Czech Republic

We will arrange the accommodation to ensure everyone will stay close to the exhibition ground. You will receive VIP exhibitor passes for all 4 days of the exhibition. Please save my contact details as I will remain your direct contact person:

**Mgr. Michaela Havlíková**

Europom coordinator

Mobile phone: 00420 728 652 439

Email: [info-en@europom2017.cz](mailto:info-en@europom2017.cz) or [info@europom2017.cz](mailto:info@europom2017.cz)

Should you have any questions, please do not hesitate to contact me. I will be more than happy to help.

The hosting city Olomouc is based in the East of the Czech Republic and has a rich Christian history and the second largest historical city centre (after Prague).

I have attached a short pdf presentation with photographs of Olomouc, the exhibition venue and previous Hortikomplex exhibition.



#### **Preliminary programme:**

- ❖ **Wednesday 4<sup>th</sup> October**
  - Arrival in the afternoon/evening
  - Stand arranging, print out of the name tags
  - Check in at the hotel
- ❖ **Thursday 5<sup>th</sup> October**
  - First day of the show
  - Grand opening of Hortikomplex with dignitaries
  - Official evening (organized by the showground)
- ❖ **Friday 6<sup>th</sup> October**
  - Main Europom day
  - Europom grand opening at 10 am
  - Expert seminars on old varieties (see the details below)
  - Europom annual evening meeting in local Brewery
- ❖ **Saturday 7<sup>th</sup> October**
  - Day of the magazine Gardener
  - Celebrations of the Czech Gardening Association's 60<sup>th</sup> anniversary
  - Expected group visits by ČZS members
  - Optional field trip (excursion) guided by Mr. Boček
- ❖ **Sunday 8<sup>th</sup> October**
  - No official program

#### **Expert seminars on Friday:**

The following experts have agreed to give presentations at Europom: Ing. Stanislav Boček Ph.D., Ing. Jan Blažek CSc, Mgr. Radim Lokoč Ph.D., Ing. Zdeněk Buzek, Ing. Martin Lípa and others. The full transcript of the presentations will be available on DVD. Participants will have the opportunity to raise questions and discuss individually through interpreters.

We are experiencing high demand from the participating organizations. Please do reserve your place in time. **The final deadline for sign up is 30<sup>th</sup> April 2017.** We would recommend to sign up in quick web based form asap (<https://goo.gl/forms/10HoxLipt3Lrbh0Q2>) and to send the full application form via email or post by 30<sup>th</sup> April.

For more information, we invite you to visit our website: <http://www.europom2017.cz>. You can also sign up for the newsletter to receive all news and updates.

I will look forward to see you all again in October.

Kind regards,

Michaela Havlíková