



European spring pack trials

Thanks to many visitors from several countries, Syngenta Flowers looks back on successful Spring Pack Trials (from 26 to 29 April in Andijk in the Netherlands). We are grateful to all the distributors, young-plant producers and growers for making the effort to visit us. And we are proud of the many compliments we received from you on the quality of the trials and the set-up of our new team.

This year's pack trials were the perfect opportunity for us to present our new Syngenta Flowers team and our wide assortment of excellent cuttings and seed varieties. The Syngenta Flowers team – all industry experts – comprises a Sales group, a Technical Services group, a Marketing group and a Controls department.

Syngenta Flowers offers an unparalleled assortment of genetics based on the best breeding materials from S&G, Fischer, Yoder and Goldsmith.

All seeds are now available under the Goldsmith Seeds brand and all cuttings under the GoldFisch

Cuttings brand. At the spring pack trials we also showed many exciting products that will be introduced on the market in the following years, such as our vegetative programmes for 2010, 2011 and 2012 and our assortment of outdoor perennials. This confirms our earlier announcement that we gradually open up our assortment, and it demonstrates the great strength of our R&D efforts.

Our Sales team, led by Luit Mazereeuw, is there to help you with your product and assortment choices. Besides our focus on genetics, we also provide technical support to young-plant producers and growers. Our Technical Services team, headed by Nico de Haan, offers you extensive product and cultivation support. In this newsletter we provide some background information on our team.

On behalf of our team I thank you for your confidence in us and wish you a successful season.

Eric Lekkerkerk

Head of Syngenta Flowers EAME

“The Spring Pack Trials were an excellent opportunity for us to introduce our new Syngenta Flowers team to distributors and young-plant growers from all over Europe, Africa and the Middle East.

I am very grateful to the many visitors we received and to the team that made this possible. We succeeded in presenting an unparalleled assortment of currently available outstanding varieties grown from seed and cuttings and also offered a glimpse of some of the exciting products and services that will be introduced on the market in the coming years.”

Eric Lekkerkerk – Head of Syngenta Flowers



Facts and figures

Visitors:

more than 500 from all over the world, from Japan to Brazil and from Norway to South Africa

Assortment:

for the first time we combined the assortments of Fischer, Yoder, S&G and Goldsmith to obtain trials of:

- 1050 varieties grown from seed (annuals, biennials, perennials and cut flowers), including 60 new and improved varieties in the Goldsmith Seeds assortment
- 425 varieties from cuttings (annuals), including 13 new and improved ones in the GoldFisch Cuttings range.



“Syngenta Flowers has raised the benchmark with this excellent, interactive presentation. I have no doubts that FPS will capitalize on this knowledge-sharing platform, which will greatly enhance our business partnership.”

Taner Aykac - Head of FloriPro Services

“Amazing plant quality; I took loads of pictures. The WS team’s attitude to the customers was extremely friendly.”

Dmitriy Terleyev - Sales Manager - Japanese Seeds ,Ltd.

“Syngenta Flowers’ Pack Trials were of a much better quality than the trials of most competitors. My compliments! The organization, logistics and catering, and of course also the trials themselves, were all excellent. Particularly enjoyable was Josef’s farewell party, of which we will all cherish fond memories for a long time to come.
A good start for Syngenta Flowers”

Thomas Bousart - Head EAME Marketing Services FloriPro Services

“This was the first time that we were able to present our assortment of seed perennials to a new group of prospective customers. The feedback was overwhelming: our genetics are clearly at the top in this product group!”

Gerard Werink - Regional Product Manager
Syngenta Flowers



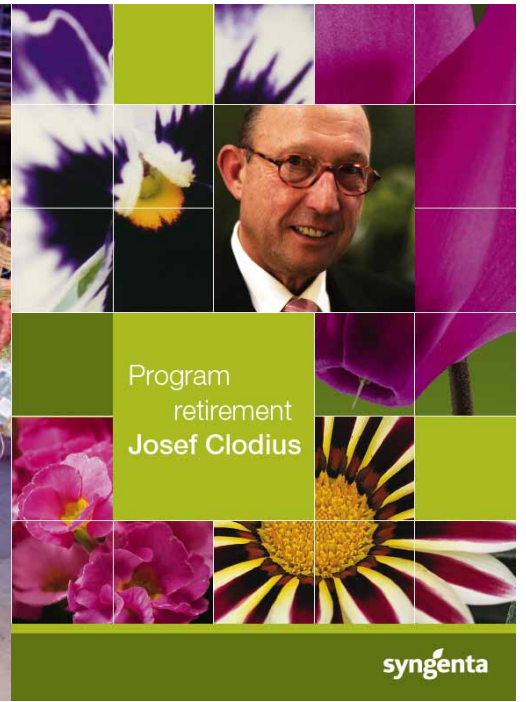
“A great, perfectly organized exhibition. Our customers were impressed by our genetics and the excellent quality of the plants.”

Georg Kurz – Strategic Account Manager – Syngenta Flowers



“The trials were excellent as always and the hospitality second to none. In actual fact we could have done with more time to look around, there was so much to see. Once again, you achieved a really good show, and possibly even better than that, a really useful one!”

Sally Newbury - Trials Supervisor - Young Plants Limited



Farewell to an Industry Icon Josef Clodius

The farewell party held for Mr Josef Clodius, Syngenta's director of business relations, was a great success, attended by more than 250 guests. It was exactly what Mr Clodius had in mind. This was the networking event of the year in the flower business.

Very impressive! Not only for me and my family, but also, from what I've heard, for all the attendees from the flower industry. Syngenta Flowers has done an excellent job building a platform for networking.

Many attendees were pleasantly surprised by the whole event, the venue, the organization, the speakers, the food, and in general the impressive number of guests. The Pack Trials venue was definitely better than a 5-star hotel. The large number of guests - more than 250 - underlined the importance of the Syngenta organization.

An event full of colour and liveliness, as we were surrounded by plants and flowers while we enjoyed a lovely dinner ... many people said how much they had enjoyed the atmosphere and colourful surroundings ... it was also an ideal opportunity for us to present the faces of our new organization and show that we aim to be easily approachable.



I would like to thank everybody for the wonderful party and a job well done! I am still receiving positive remarks on this impressive event!

Josef Clodius

WHO IS WHO AT SYNGENTA FLOWERS



Syngenta Flowers stands for innovation, quality and reliability in the supply of seeds and cuttings to young-plant producers and distributors. We offer a leading collection of genetic material (Fischer, Yoder, S&G and Goldsmith) and professional crop advice. Our assortment will gradually be made available to all distribution partners in the future. Syngenta Flowers will also develop for ornamental plant controls in Europe, Africa and the Middle East.

MANAGEMENT TEAM



Eric Lekkerkerk

Head of Syngenta Flowers EAME

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Eric holds a university degree in Marketing and Sales Management. He worked for Grodan and Scotts in senior marketing and sales positions before joining Syngenta as Head of EAME Flowers' Sales department in 2005.



Luit Mazereeuw

Head of Sales at Syngenta Flowers
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Luit started his career at Syngenta. After three years he switched to Van Zanten & Co, where he worked for 18 years. In 2001 he joined Goldsmith Seeds as the company's European Sales Manager. He has done a full circle and is now back at Syngenta.



Nico de Haan

Head of Technical Services at Syngenta Flowers
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Nico holds a Master's degree in Horticulture. He has more than 28 years' experience in horticulture as a grower, young-plant producer and technical adviser at Van Zanten & Co and Goldsmith Seeds.



Jan Mostert

Head of Controls at Syngenta Flowers
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Jan holds a university degree in Biology. In 1991 he joined Merck, Sharpe & Dohme as a Technical Specialist. After the company's acquisition by Novartis in 1997 he held various positions in R&D, Business Development and Product Management. He has been working on the Lawn & Garden Plant Health strategy and brings deep knowledge of and experience in the field of ornamental controls in our horticultural markets.

BUSINESS ASSISTANT



Symone Kok

Business Assistant
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Symone graduated in Communication and Design. For 14 years she held various positions in Marketing Communication departments at Media Markt, Delta Lloyd and ING. She joined Syngenta in 2008.



SALES TEAM



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Jan graduated in Horticulture and was granted a Gartenbau Ing diploma. He has more than 20 years' experience. That includes 10 years' experience in propagation for various companies, where he specialised in managing mother stock, growing, breeding, seed production and seed distribution. The other 10 years he was engaged in wholesale in Asia, Europe and Latin America for Goldsmith Seeds, Inc .



Julia Troitskaya

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Julia holds a degree in Horticulture; her specialization is crop protection. She has been working for Syngenta since 2003.



Paul Karels

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Paul graduated in Quality & Horticulture at the University for Applied Horticulture. He has been working for Goldsmith Seeds Europe as a Specialist Grower, Trials Coordinator and Marketing & Sales Assistant since 2000.



Jeroen Blankendaal

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Jeroen graduated in Electronics and Chemistry. He has more than 10 years' experience as a SAP key-user. He has worked in logistics and customer service. The last 3 years he has been working for Syngenta Flower Seeds' Export department.



SALES TEAM



Georg Kurz

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Georg holds a degree in Agricultural Engineering and a Horticulture Sciences certificate. He has held various positions in German associations and horticultural, flower and young-plant companies. He joined Fischer's Marketing Business Support department and since 2007 he has been working for Syngenta as Marketing & Communication Manager for Central Europe.



Hans van Geest

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Hans holds a Bachelor's degree in Business Administration with the focus on Organization and Management. He first worked for FloraHolland UA as a member of the company's Administrative Organization & Internal Control department, and later as Buyers' Administration Manager and Account Manager for export companies. He joined Syngenta as Business Development Manager in 2008.



Veronique Dudicourt

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Veronique holds a degree in Horticulture. Her specialties are management, production and marketing. She has worked as a Technical Assistant for Malvern View Herbs and as a Sales Executive for Four Oaks Nurseries and Suttons Baby Plants. She joined Syngenta in 2000 and has since then held the positions of UK Product Manager and UK Business Development Manager.



Hubert Jansen

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Hubert studied Biology and later specialized in Horticulture and Agriculture. He also has NIMA A and B Marketing certificates. He has worked in the seed industry in international commercial positions for 25 years. His previous position was Market Development Manager.



TECHNICAL SERVICES



Eric Forschelen

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Eric holds a degree in Horticulture and Horticultural Business. He has held various positions: Technical Sales Representative for a growing-media producer, Area Sales Manager for a young-plant producer, Export Manager for a peat-wholesale company and, since 2007, Cyclamen Specialist /Technical Product Manager for Goldsmith Seeds Inc.



Ulrich Eberhardt

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Ulrich holds a degree in Horticultural Engineering. He has more than 11 years' experience as a Sales Representative for Fischer and another 10 years' experience as a Product Manager in the field of annual cuttings, with the focus on Pelargonium and Poinsettia.



Heike Gronemann

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Heike holds a degree in Horticultural Engineering. She gained experience as a plant-breeding engineer and seed producer for the former company Sahin. She has also worked as a growers' consultant for the German authorities, and for the last 14 years she has been working for Syngenta Flowers in various positions. Most recently as part of the global product development team.



Noël Vincent

Chrysanthemum Crop Specialist
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Noël is a horticultural college graduate. He has worked as Head of Transport, Customer Contact and Sales Representative for horticultural materials, bulbs and cuttings. He has more than 21 years' experience in sales and crop advice in the fields of cut mums, pot mums and Multiflora's.

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MARKETING TEAM



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Lars holds a Master's degree in Horticulture. He has been working for Syngenta since 2003, first as Product Manager for annual seeds, and later as Business Development Manager and EAME Regional Marketing Manager for indoor plants.



Gerard Werink

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Gerard holds a Master's degree in Horticulture, Breeding and Marketing & Management from Wageningen University. He has been working for Syngenta in different positions since 1986. Having started out as Sales Manager in Hungary and Denmark, he was the Business Manager for Benescan from 1998 until 2000. He was then appointed Global Product Manager, specializing in pot plants and perennials.



Juliette Vila Sinclair-Spence

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Juliette holds a Bachelor's degree in Business Administration, Marketing and Public Relations. She gained experience in the fields of product management and communication at Curver (plastics) and Favini (paper). She has been working for Syngenta as Senior Marketing Communication Specialist for the past 3 years.



Henning Basse

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Henning graduated as a Horticultural Technician and Marketing & Event Management Specialist. He also studied flower and garden design and ornamental plants. He joined Syngenta in 2007, and has since then been active as Product Manager and EAME Events & Trials Specialist.