

# 50 years protecting Intellectual Property Rights for breeders



International community of breeders of asexually reproduced ornamental and fruit plants

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## **CIOPORA will raise awareness for plant breeder rights at IFTF 2011**

*November 2-4 2011, Vijfhuizen – CIOPORA will inform the visitors about the intellectual property rights of plant breeders at the International Floriculture Trade Fair.*

At the upcoming IFTF 2011 CIOPORA will seize the opportunity to inform the visitors and exhibitors about the activities of the association and draw the public attention to essential issues of intellectual property protection in the field of plant breeding. As one of the newest events of the floriculture industry attracting equally breeders, propagators, growers, suppliers, importers, wholesalers and retailers, the IFTF Expo presents a great opportunity to address the representatives of the whole production chain of the sector.

CIOPORA shall present the information about the association and the protection of IP rights at its own booth at the IFTF, surrounded by many of its member companies. Information material on the history and the activities of the association, as well as position papers and posters will be made available. Furthermore, the CIOPORA Film, which has been produced on the occasion of the 50<sup>th</sup> anniversary of the association, will be shown at the booth and will be made available for purchase. CIOPORA staff will inform interested parties about the terms and benefits of membership at the association.

The participation at the IFTF 2011 is an important element of the communication strategy of CIOPORA aimed at the broader information dissemination about Intellectual property protection for plant innovations, goals and accomplishments of the association.

Exhibitors and participants, who want to meet personally with the Secretary General of CIOPORA in order to discuss specific questions regarding Intellectual Property may contact the CIOPORA office at [info@ciopora.org](mailto:info@ciopora.org).

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CIOPORA is the International Association of Breeders of Vegetatively Reproduced Ornamental and Fruit Varieties. Breeders of such crops hold ca. 2/3 of all PVR titles in the world. Since 50 years CIOPORA represents them in all matters of Intellectual Property Protection.

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