

 **Embassy of India**

 **The Hague**

**PRESS RELEASE**

 **INDIA DAY AT FLORIADE 2022**

The National Day of India was celebrated at the Floriade Expo on August 18, 2022 as part of the 75th anniversary of India’s independence Azadi Ka Amrit Mahotsav. This occasion is also part of the events and activities planned to mark the 75years of establishment of diplomatic relations between India and the Netherlands.

The journey of India’s participation in the Floriade 2022 began with the decision taken at the virtual summit between Prime Minister of India Shri Narendra Modi and the Dutch Prime Minister Mr. Mark Rutte on April 9, 2021. The Indian pavilion at Floriade, focusing on the theme of “Energizing the Cities” through concepts based on the ancient Indian philosophy of Yoga and Ayurveda, was inaugurated by the Ambassador of India Mrs. Reenat Sandhu in April 2022. The Pavilion showcases India’s strengths and opportunities in the horticulture sector.

As part of the National Day celebrations, Ambassador Reenat Sandhu unfurled the Indian tricolor, followed by rendering of national anthem. Acting Mayor of Almere city, Ms Maike Veeningen, Floriade’s Commissioner General Mrs Annemarie Jorritsma and the Ambassador addressed the gathering. They highlighted the Floriade’s pre-eminent status as international horticulture exhibition and the significant opportunities for collaboration between India and the Netherlands in the horticulture sector.

To showcase the rich cultural diversity of India, the audience was treated to brilliant performances of Indian classical and folk dances including Kathak, Ghoomar, Bhangra, Bharatnatyam and folk music.

Floriade Expo 2022, in the city of Almere, is one of the largest and most reputed international horticulture expositions held after every ten years in the Netherlands. This is the seventh edition of the Floriade. At Floriade 2022, experts from all over the world came together to present green solutions to make our cities more enjoyable, beautiful and sustainable. Within the theme ‘Growing Green Cities’, more than 400 national and international participants showcased their latest green innovations, solutions and applications. The duration of the expo is from April 14-October 7, 2022.

Agriculture is a priority sector in India. Horticulture crops perform a vital role in the Indian economy. The Indian horticulture sector offers endless possibilities for sourcing quality horticulture produce, tie-ups in technology, transfer and partnerships in ensuring availability of quality planting material. The Netherlands is a valuable partner for India in the agriculture sector.

` India-Netherlands enjoy close and friendly bilateral relations, built on a strong foundation of mutual trust and shared democratic values. The Netherlands is the 4th largest investor in India and the largest export destination for India in the EU. We have a robust and multifaceted partnership encompassing water, agriculture, health, science and technology and trade and commerce. The Netherlands is home to the largest India diaspora in mainland Europe. This year India and the Netherlands are commemorating 75 years of diplomatic relations.

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**18 August 2022**