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## **Floriexpo kicks off in Miami Beach**

By

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The floral industry gathered once again to kick off the 2022 Floriexpo convention and trade show in Miami Beach, FL. Day one began with educational sessions focused on topics as diverse as New Trends and Consumer Preferences in Houseplant Purchasing, Growing Profitability in Turbulent Times, and Marketing Tactics to Achieve Top Revenue, including panelist such as Mimi Pacheco of Crystal Americas and Corrine Heck of Details Flowers Software. After a day of intense learning, attendees unwound at the opening reception held at the Royal Palm South Beach.

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