

Floria 2013 Draws 800,000 Visitors Despite Haze
Bernama
30 June, 2013

PUTRAJAYA, June 30 (Bernama)-- Floria Putrajaya 2013 managed to draw 800,000 visitors despite the haze.

Putrajaya Corporation (PPj) president Tan Sri Aseh Che Mat noted that apart from the large turnout, the participation of 23 International Garden Designers representing 18 countries and the World Flower Council has placed Floria on a global level.

"Although our one million target was not achieved, we're still satisfied. This festival added significant value to Putrajaya's tourism landscape by showcasing Malaysia's diverse and unique flora," he said during the closing of Floria 2013 by Federal Territory deputy minister Datuk Dr Loga Bala Mohan, here Sunday.

Aseh said the festival also recorded four main innovations, namely The Longest Landscaped Vertical Wall (343 metres) which entered the Malaysia Book of Records; a Royal Garden modeled after the Kota Tengah Alor Setar palace featuring English and French gardens; Innovative Garden and Tea Party Garden.

"The World Flower Council's commitment as judges was also in itself a new record for Floria.

"So was the increased participation by international florists from Singapore, China and Taiwan which added variety and colour to the festival," he said.

He further remarked that prior to the festival, PPj had sent technical and management groups on study trips to the Melbourne Flower Show, Australia; Keukenhof Flower Show, Holland and Chelsea Flower Show in United Kingdom, the three renowned flower shows in the world.

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