

## **CEO Eda Demir Westman presents OptiCept™ at the FleuroStar Award Evening**

OptiFreeze's CEO Eda Demir Westman will present OptiCept, a breakthrough technology in self-life improvement for cuttings, at the 2019 FleuroStar Award Evening on Thursday 13th June.

The ceremony is held during the FlowerTrials at Syngenta Flowers in De Lier, the Netherlands.

"I am very proud and excited to be invited to present OptiCept™/OptiFlower project and talk about how our technology can improve the self-life for cuttings. This is also a fantastic event to manifest our recently signed collaboration agreement with Syngenta", says Eda Demir Westman, CEO OptiFreeze.

FlowerTrials shows the latest new developments in pot and bedding plant breeding and the very best have been entered into the 2019 FleuroStar contest. This year 6 candidates will be on display at multiple FlowerTrials locations in Westland, Aalsmeer and Rheinland Westphalia and an expert jury of over 30 professionals will be casting their votes before announcing the new FleuroStar winner at the award evening on 13th June.

More information about the event at:  
[www.fleuroselect.com/events/show/fleurostar-award-evening-2/](http://www.fleuroselect.com/events/show/fleurostar-award-evening-2/)

Lund, April 9, 2019.