

In order to improve working relations and strengthen friendship between ASBINDO and its members, on 9 - 13 August 2023 the General Chair, Hesti Widayani together with the ASBINDO Management and members, namely Damayani Sabini, Harto Kolopaking, Sri Wahyuni and Loula Umboh, visited Tomohon to meet with Gapoktan ASBINDO Tomohon also attended the Tomohon International Flower Festival 2023 (TIFF 2023).



In TIFF activities, Hesti Widayani together with Karen Tambayong and Caroline Betsy Diana Pakasi were the TOF Judges who were tasked with assessing 28 flower-decorated vehicles or floats (9 small floats and 19 large floats) made by Tomohon City decorators which were displayed in the float parade . The General Chairperson of ASBINDO is very proud and welcomes the collaboration and involvement of ASBINDO Tomohon Gapoktan members in TIFF 2023, who are not only providers of cut chrysanthemum flowers and other fresh materials, but also as float makers in this national activity, and hope that in the future, Gapoktan member farmers can producing more types or variations of flowers and other supporting materials, such as leaves. Creativity and innovation are one of the demands to make floriculture products (cut flowers, cut leaves, twigs, roots and other plant parts, etc.) more attractive, so that other benefits from floriculture products can be felt more, not only aesthetic benefits, but more broadly, it covers social, cultural and economic aspects that can drive the regional economy.Â

ASBINDO's role as a government partner in supporting the development of the Indonesian Floriculture industry, really hopes for better and closer cooperation between ASBINDO and the Tomohon City Government.

