



THE HONG KONG ACADEMY OF FLOWER ARRANGEMENT

Floral Spirit Keeps our City Fragrant & Innovative

Flowers play an important part on the city's success reveals THERESA LAM from the HKAFA, the driving force behind Hong Kong's flower arranging talent.

Hong Kong's changing. The dollar-driven city is waking up (albeit slowly) to the value of an enriching lifestyle, says Theresa Lam, its Director.

"With people's increasing love for nature and desire to enjoy life more other than work, the market is growing fast."

Lam notes that amongst enthusiasts, demand for higher standards of knowledge and more tasteful design styles is on the rise. Hobbyists tend to follow the international trend just like they follow fashion trends or a new version of mobile phones, she observes.

Students come from all walks of life, including housewives or office ladies, executives and expatriates. Some show big potential for the floral business, where they opt for 'career flower courses' with international certificates and diplomas.

For corporates, flower arrangement classes work extremely well as an employee welfare tool that helps boost company loyalty and increase productivity.

"We see an increasing number of applications for flower arrangement classes as a corporate team building, tool! Our clients include international and local banks, insurance companies, famous brands, government organizations and non-profit making associations. Participants find flower arranging a very inspiring and enjoyable activity that they can seldom try."

Solid Growth

"The HKAFA is working very hard along the years to help to grow these markets The Academy is constantly



Students embrace the art and craft of flower arranging at the HKAFA.

bringing new ideas from Europe and from its consultants to upgrade the course contents, inject contemporary design styles, etc. We organize international flower classes taught in English or in Mandarin. In order to ensure our students are recognized internationally, we have obtained world designer Tomas De Bruyne from Belgium and Jane Packer School London to certify our courses. The teachers are all trained overseas and qualified I.A.F. instructors. For corporates, we have a professional Corporate Services Team which has full experience in any bespoke flower classes and events."

Content-Rich

"We are working hard to becoming to become the best international flower arrangement school in Asia and world-wide. We continue to study flower arrangement trends and new techniques world-wide and brings this knowledge to the classes. Courses are rich in content and concise in teaching. Our focused course syllabus has grown considerably over recent years, allowing students to catch up with international trends and know-how. Innovation and

endless creativity account for steady growth of the Academy."

The HKAFA adopts the very unique syllabus of the I.A.F. (Floral Art Research), which makes a very big difference from traditional syllabus.

While the use of flower and foliage, uses of color and design styles are changing fast to match with the trend of interiors, the HKAFA is working in the frontier part to lead instead of to follow!

"Apart from local students, nearly

20% comes from all parts of the world. Some even travel all the way here to take a full certificate/ diploma course.

This helps boost Hong Kong's position as a competitive city for flower arrangement talent.

5-Star hotels always email us to find potential florist to work for them ! And clients overseas are very interested in our consultancy services based on our competitiveness."

"Winning the HKMVC Award is a big encouragement and recognition of what we have done and contributes to the floral education in Hong Kong. Students and our corporate clients will be very proud of the school. This year is our 25th Anniversary and it will be very meaningful for our teachers and partners to get another media award. As to the brand of "The HKAFA" it will have a very positive meaning, too!" concludes Lam. ■



Theresa Lam

For additional information please visit www.hkafa.com.hk