# General Europa Cup Info:

Florint has organized a European Floristry Championship, colloquially called the ‘Europa Cup’ of Floral Design, since 1967. The contest serves as a comparison in craftsmanship and style between expert florists from different countries, while simultaneously promoting the florist’s image to the public and spurring flower and plant sales. This type of publicity is invaluable to a sector like ours.

Additionally, the championship allows the involved florist professionals to get to know the latest trends and techniques in floristry. It thereby functions as an important stimulus for innovation in floral design. These are all elements which we, as the International Florist Organisation, consider to be very important!

 As a general rule, the Europa Cup takes place every 4 years. The [Direction Committee (board)](http://www.florint.org/about-us/committees) of International Florist Organisation Florint decides when to schedule the championship, and oversees the organizing process.

Our [member associations](http://www.florint.org/about-us/members) can subsequently pitch a plan indicating their willingness to organize the championship. For the 2016 Europa Cup, the project proposal by [Italian florist association Federfiori](http://www.federfiori.it/) to organize the cup in Genoa was chosen.

One florist of each European country is allowed to take part in the Cup (in exceptional cases, florists from non-European countries may also be accepted). The Europa Cup contestants are nominated by [the members of Florint](http://www.florint.org/about-us/members); the (generally national) florist associations of Europe.