

PRESS RELEASE

## **Strategic partnership in Venlo strengthens position in hospitality and project sectors**

### **New purchasing location in Venlo brings interior, hospitality and experience together**

Venlo, 3 October – Starting 5 January 2026, the iconic building of the former flower auction in Venlo will be transformed into a unique destination for project designers and hospitality professionals. TICA is opening its new location TICA Projects Venlo, in close collaboration with the existing hospitality concept The Stage. Together, the partners are creating a central purchasing hub where interior, hospitality and experience reinforce one another.

The project area will launch with at least 5,000 m<sup>2</sup> of showroom space, expanding later to 10,000 m<sup>2</sup>. Professional buyers will find a broad and up-to-date selection of interior and lifestyle products, with the option to order furniture and decoration directly or tailor-made. Leading brands such as Eichholtz, RAW Materials and Zuiver are participating.

The Stage offers a complete range for hospitality professionals – from professional cookware to non-food products. The result is a total concept that responds to the growing demand for efficient, inspiring and scalable purchasing solutions in the hospitality and project market.

“With TICA Projects Venlo, we’re taking a major step in serving our TICA-members even better,” says Rogier Uivel, Director at TICA. “By joining forces with the hospitality segment, we’re creating a one-stop-shop where professionals can purchase efficiently and discover new inspiration.”

Ger Kamps, Director at De Bloemenveiling: “This partnership highlights Venlo’s strength as a central hub for hospitality and projects. Together, we’re building a place that’s relevant for both local entrepreneurs and international players.”

#### **About TICA**

TICA is the inspiring and entrepreneurial B2B purchasing partner for the European lifestyle industry, with locations in Aalsmeer, Venlo, Ede, Brussels and online. With a broad and current range of interior, fashion, garden and gift products, TICA helps professionals stand out and inspire their TICA-members.

#### **About The Stage**

The Stage is the go-to platform for innovations and new launches in the hospitality sector. It’s not just a restaurant – it’s a place where leading brands showcase their latest products. In this inspiring setting, professionals gain fresh ideas through demos, workshops and events. The Stage is where inspiration, connection and business come together.

#### **Note to editors (not for publication):**

For more information, images or interview requests, please contact:

- Lieke Linssen, TICA – Marketing Manager – liekelinssen@tica.nl
- Harm van Raaij, The Stage – Commercial Manager – harm@dailytradefairvenlo.com