

## Stamps Kenya Supremacy in the World of Floriculture



Kenya is a light in the flower industry because things happen here, things that are not happening in other parts of the world. Somehow Kenya is the only country in the world where at the moment floriculture has a massive positive development; a change of years.

Ask Dick Raamsdonk, president HPP Exhibitions, the IFTEX organizer why this is so, and he will say, "I don't know, I don't have the answer. But I am glad I can be part of the light, to do my part; that is bringing buyers and growers together. A few years ago when I saw Kenya having a fully grown industry lacking a national exhibition, with the importance it plays in the world of cut flowers, I said, wait a minute, it is now or never, I can get those buyers and growers together; not where flowers are sold but where the flowers are produced."

This is how International Flower Trade Expo began and in just two years time it has managed to be a major flower trade fair, with a regional image, attracting participants from other countries in the continent such as Uganda and Tanzania. Other growers who are expected to participate include South Africans who are staging a huge stand dubbed 'South Africa Pavilion' as well as North and West Africans.

This fair has become a prime sourcing place where buyers from all over the world can

see and buy flowers, speak face to face with growers and visit the farms where the flowers are being grown.

The expo has taken the Kenya flower industry to the next level; from being a conservative flower producer selling through fixed channels, to becoming a progressive flower producer exporting to numerous importers from all over the world.

To encourage the industry growth, Kenya has diversified its market to Japan, Korea, Middle East, and South East Asia. "It is not only new markets that



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Kenya will see coming in the nearby future, talking about two years, it is also the new directions. Much more flowers will go direct to markets bypassing the European in between stations like the auctions. Flowers are more and more going direct that is why this exhibition is so important because we want the buyers to come here to buy flowers direct." Said Dick

Briefing the press during IFTEX official launch that took place on 11th April 2013, Mrs. Jane Ngige, the Kenya Flower Council chief executive, emphasized that Kenya's market share of 33 per cent and to replace the volumes

of flowers grown in Kenya anywhere else would take a minimum of 10 years.

The Horticultural Crops development Authority (HCDA) managing director Dr. Alfred Serem also during the briefing said that there are new markets in South Korea and Japan expected to account between 5 and 10 per cent of the countries horticultural exports.

During the fair, KFC in collaboration with the Union Fleurs (UF) and the Flower Sustainability Initiative (FSI) will organise an International Flower Industry Conference on June 6, 2013 from 08.30 am to 01.00 pm. On 4th June, Breeders Open Day will take place at rose breeders Schreurs, Interplant and Kordes at the Flower Business Park Naivasha, where breeders are expected to showcase their latest varieties.