



Federal Ministry
for Economic Cooperation
and Development



Partners in
Transformation
Import Promotion Desk



Vijfhuizen, 5-7 November 2024, Booth B4.20

IPD at International Floriculture Trade Fair 2024

Meet new, evaluated growers for your business success!

IPD connects you with reliable suppliers from
Colombia, Ecuador and Kenya!





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Import Promotion Desk (IPD)

Your partner for sustainable business contacts

Colombia, Ecuador, and Kenya are ideal countries for buying cut flowers.

Colombia's consistent climate allows for year-round production, Ecuador's altitude and equatorial location make for large, robust blooms, and Kenya's favourable weather conditions produce strong stems and vibrant varieties.

At **IFTF 2024**, IPD will introduce you to a selection of outstanding cut flower growers who not only focus on exceptional product quality, but also demonstrate a strong commitment to sustainability and eco-friendly cultivation.

All IPD suppliers are well-prepared for the European market: They are export-ready, fulfil international standards and certifications and operate logistically efficiently.

We offer direct access to small producers whose cut flowers are normally only supplied by larger businesses.

Our contact brokering is neutral and free of charge!

Check out the extraordinary cut flower offer of our partners for yourself and visit us at **IFTF 2024 at booth B4.20**.

You cannot attend in person? No problem, IPD will be happy to arrange individual meetings with the producers for you: in person or virtually.

Get in touch with us!

On the following pages you can find detailed information about our suppliers. With IPD, you will discover new sources of cut flowers and forge valuable partnerships.

IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business. IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ) and part of the "Partners in Transformation – Business & Development Network", into which the BMZ programmes for economic actors are organised.

More information about IPD and our individual services at www.importpromotiondesk.de



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Make an appointment



IPD partners

IPD works with a network of international organisations in Europe and its partner countries.

Thus we efficiently pool information and know-how. This enables us to link existing import and export promotion measures and carry out their strategic further development.

Our partnerships always make it possible for us to match all services of IPD to the needs of importers and exporters exactly and then carry out our services optimally at any place.

Ecuador



CORPEI
<https://corpei.org>



FEDERACIÓN ECUATORIANA DE EXPORTADORES

**Federación ecuatoriana
de exportadores**
www.fedexpor.com



PRO ECUADOR
Business without borders

Pro Ecuador
www.proecuador.gob.ec

Colombia



Pro Colombia
www.procolombia.co

asocolflores

Association of Colombian Flower Exporters

Association of Colombian
Flower Exporters
www.asocolflores.org/en



Kenya



Kenya Flower Council
<https://kenyaflowercouncil.org>



Product finder

Asters

Achillea
Rimi Flora (Kenya) 23

Solidago
Cenacle Kenya (Kenya) 19
Primeflora (Kenya) 22

Carnations

Kiwi Mellow
Mt. Kenya Sprouts (Kenya) 21

Spray Carnation
Ecoflor (Colombia) 11

Delphinium

Primeflora (Kenya) 22

Foliage

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(Colombia) 10

Dracaena
Major FD (Colombia) 13

Eucalyptus
Cenacle Kenya (Kenya) 19

Green Ti
Major FD (Colombia) 13

Lillygrass
Major FD (Colombia) 13

Liriope
Major FD (Colombia) 13

Moluccella Stuk
Wilmar Flowers (Kenya) 24

Ruscus
Cenacle Kenya (Kenya) 19

Gypsophilas

Mt. Kenya Sprouts (Kenya) 21
Cenacle Kenya (Kenya) 19

Hydrangeas

Sunshine Flowers (Colombia) 14

Hypericum

Rimi Flora (Kenya) 23

Magical Green power
Cenacle Kenya (Kenya) 19

Magical Triumph
Cenacle Kenya (Kenya) 19

Royal Princess
Cenacle Kenya (Kenya) 19

Lisianthus

Cenacle Kenya (Kenya) 19
Mt. Kenya Sprouts (Kenya) 21

Roses

Blum Expression (Ecuador) 15
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Tinted roses
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Summer Flowers

Alliums
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Ammi
Mt. Kenya Sprouts (Kenya) 21
Florenxia Blooms (Kenya) 20

Ammi (green)
Wilmar Flowers (Kenya) 24

Ammi (white)
Wilmar Flowers (Kenya) 24

Anigozanthos
Florenxia Blooms (Kenya) 20

Bupleurum
Mt. Kenya Sprouts (Kenya) 21

Campanula
Cenacle Kenya (Kenya) 19

Carthamus
Florenxia Blooms (Kenya) 20

Craspedia
Mt. Kenya Sprouts (Kenya) 21
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Daucus Carota
Wilmar Flowers (Kenya) 24

Echinacea
Florenxia Blooms (Kenya) 20

Eryngium
Cenacle Kenya (Kenya) 19
Mt. Kenya Sprouts (Kenya) 21
Primeflora (Kenya) 22

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Limonium
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Mathiola
Primeflora (Kenya) 22

Ornithogalum Saundersiae
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Ornithogalum Thyroides
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Wilmar Flowers (Kenya) 24

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Colors Boutique Floral
(Colombia) 10

Flor de Inirida
Liwi Flor Eterna (Colombia) 12

Heliconias
Major FD (Colombia) 13



Colors Boutique Floral

Booth B4.20

Colors is a specialized company dedicated to exporting the highest quality tropical flowers, foliage, and bouquets. The products are cultivated using sustainable practices and strict quality control is maintained at every stage of production. The diverse selection includes an extensive range of heliconias, foliage, and bouquets, carefully curated to meet the demands of international markets.

With meticulous supervision at every step, the company ensures the freshness and longevity of the products, making it the ideal partner for your business.

Products, varieties & quantities per week

- Tropical flowers / 35 varieties / 22,000 stems
- Foliage / 20 varieties / 50,000 stems
- Bouquets / 5,000 stems

Growing region & altitude

- Eje Cafetero,
1,400 – 2,200 m.a.s.l.



Colombia

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Colors Boutique Floral
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www.colorsbf.com

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Ecoflor

Booth B4.20



Ecoflor is a family-owned company founded in 2007, and located in Toca, Boyacá, Colombia. With around 8 hectares under greenhouses, Ecoflor grows premium carnations and spray carnations, available the whole year round with peaks of production for the main international flower seasons. After more than 10 years of experience exporting air and ocean freight shipments to the United States, Europe and Japan, the company bases its operation on internal sustainable practices, a product with high-quality standards, a reliable supply chain, and a personalized customer service.

With the four family members directly involved in the operation of the company and the support of around 120 workers of which 60% are mothers head of family, the company promotes an atmosphere of confidence, community and familiarity among its workers, suppliers and clients.

Products, varieties & quantities per week

- Carnations / 33 varieties /
5.5 ha / 300,000 stems
- Spray carnations / 25 varieties /
2.5 ha / 120,000 stems

Certifications

- SEDEX

Growing region & altitude

- Toca, Boyaca, 2,800 m.a.s.l.



Colombia

Address

Ecoflor
Vereda Riaba
Sector San Antonio
Toca, Boyacá
Colombia
www.ecoflorct.com

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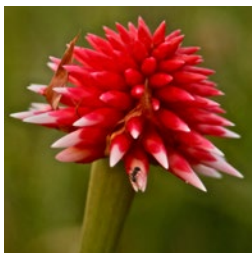
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Liwi Flor Eterna

Booth B4.20



Located in the easternmost part of Colombia in the Colombian Amazon, the company produces the Inirida Flower in two varieties: winter and summer. This exotic flower symbolizes environmental sustainability, as cultivation is carried out without chemicals, respecting and enhancing the Amazon region's ecosystem.

With over 15 years of experience, the company has learned how to implement sustainable production practices while respecting all aspects of the ecosystem. The flowers are long-lasting, gradually fading in color but retaining their structure, transforming into beautiful crafts from the Amazon jungle. Currently, there are 7.9 hectares under cultivation, with the potential to expand by an additional 11 hectares.

Products, varieties & quantities per week

- Guacamaya Superba / 2,000 stems
- Schoenoccephalium Teretifolium / 4,000 stems

Growing region & altitude

- Amazon Region, 177 m.a.s.l.



Colombia

Address

Liwi Flor Eterna SAS
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Colombia
www.liwiflordeinirida.com

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Major FD

Booth B4.20



Major FD SAS is an international producer and distributor of tropical flowers and foliage with over 15 years of experience and the unique advantage of owning farms in the coffee growing region of Colombia.

Their strength lies in offering high quality products such as green foliage, tropical flowers and summer flowers, which sets them apart in the market.

Products, varieties & quantities per week

- Lillygrass variegated / 0.8 ha / 40,000 stems
- Liriope / 0.8 ha / 30,000 stems
- Green Ti / 1 ha / 3,000 stems
- Heliconias SP / 0.5 ha
- Dracaena SP Song Of India / 0.5 ha

Growing region & altitude

- Colombian coffee region, 1,610 m.a.s.l.



Colombia

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Sunshine Flowers

Booth B4.20



Sunshine Flowers is a Colombian family business based in Eastern Antioquia. With over a decade of experience, they specialise in growing hydrangeas and exporting high quality flowers. At Sunshine Flowers they are committed to providing premium flowers through strict quality control measures, including checklists, temperature regulation and strict protocols. Their mission is to grow and supply premium flowers worldwide and they aim to become a leader in the export of Colombian flowers.

Products, varieties & quantities per week

- Hydrangeas / 8 varieties / 10 ha / 35,000 stems

Certifications

- RAINFOREST ALLIANCE

Growing region & altitude

- El Carmen de Viboral, 2,150 m.a.s.l.
- La Unión, 2,500 m.a.s.l.



Colombia

Address

Sunshine Flowers SAS
Vereda, Samaria, Sector 4 esquinas
El Carmen de Viboral
Antioquia
Colombia
www.sunshineflowers.com.co

Contact

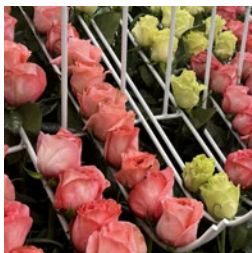
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Blum Expression

Booth B5.17



Blum Expression is the trade name of Xpression Flowers S.A.S., a company dedicated to the production and export of high-quality roses. The farm is located in the province of Cotopaxi, at the foot of the majestic Ilinizas volcano at 3,150 meters above sea level. This unique location allows the company to grow roses with strong stems and exceptional buds, setting it apart in the global market.

Blum Expression is committed not only to cultivating roses, but also to cultivating relationships with the indigenous communities in the region. The company works closely with these communities, contributing to healthcare and medicine to improve quality of life and promote well-being. Additionally, Blum Expression proudly highlights that 65% of its team is made up of women, emphasizing its dedication to diversity and inclusion. The company strives to create a work environment where everyone can grow and contribute to its success.

Blum Expression is more than just a brand; it is a commitment to quality, sustainability, and the well-being of its people.

Products, varieties & quantities per week

- Roses / 17 varieties / 2 ha / 23,000 stems
- Tinted Roses / +10 colours / 2,000 stems

Growing region & altitude

- Cotopaxi,
3,150 m.a.s.l.



Ecuador

Address

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Everbloom Roses Ecuador

Booth B5.16



Everbloom Roses Ecuador is a small 7-hectare family farm. The company was founded in 2009 with 0.6 hectares by 3 family members. At the moment it employs around 65 people, 45% women, and is looking for new partners to offer its high-quality production of fresh roses.

Currently they have 36 varieties in production and will have 9 more by the end of 2023. The roses have long stems ranging from 50 to 100 cm and big heads from 5.5 to 8 cm or more.



Products, varieties & quantities per week

- Roses / 36 varieties / 7 ha / 60,000 stems

Certifications

- FLOR ECUADOR

Growing region & altitude

- Carchi, 3,100 m.a.s.l.



Ecuador

Address

Everbloom Roses Ecuador
Finca La Grada
Calle principal s/n
Barrio Jesús del
Gran Poder Parroquia La Libertad
Cantón Espejo
Provincia El Carchi
Ecuador
www.everbloomroses.com

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Rose Success

Booth B4.20



Rose Success is a company focused on the production and export of the most beautiful Ecuadorian roses. The farm is located in the Cotopaxi region, where the quality of the soil, equatorial luminosity, and Andean climate provide ideal conditions for growing high-quality roses with large bud sizes, great lengths, and strong, vibrant colors.

With more than 25 years of experience in the flower industry, the Rose Success brand has successfully established itself in the European, Russian, and North American markets. The company follows production procedures that guarantee the quality and consistency of its roses while also prioritizing the well-being of its personnel and the conservation of the environment.



Products, varieties & quantities per week

- Roses / 65 varieties / 11 ha / 173,000 stems

Certifications

- FLOR ECUADOR

Growing region & altitude

- Cotopaxi, 3,100 m.a.s.l.



Ecuador

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Rose Success
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Sacha Rose

Booth B4.20

Sacha Rose grows outstandingly big roses!

The farm is located in the heart of the Ecuadorian Andean region at 3,200 meters (10,500 ft) above sea level. The commitment of their people, natural springs, rich soil and perfect amount of sunlight are part of producing the biggest roses on earth.

The company's farm is located just outside of Quito, near the airport. This let Sacha Rose makes things fast in every way. They keep more than 50% of the whole farm as a wildlife sanctuary. Just a small part is made of greenhouses.

Products, varieties & quantities per week

- Roses / 23 varieties / 6.5 ha / 100,000 stems

Certifications

- FLOR ECUADOR

Growing region & altitude

- Pifo, close to the international airport, 3,200 m.a.s.l.



Ecuador

Address

Sacha Rose Cia Ltda.
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Booth D4.02



Kenya



Founded in 2014, Cenacle Kenya Limited is a Kenyan fresh cut flower company. Cenacle Kenya takes pride in being one of the leading growers of specialty cut summer flowers.

Thanks to a favorable climate and expert cultivation, the company produces over 25 varieties, making it a one-stop shop for clients and a comprehensive source for all their flower needs. Every detail of the production process is professionally managed to ensure high-quality flowers at competitive rates. The entire production chain promotes environmental management practices, ensuring sustainability.



Products, varieties & quantities per week

- Gypsophila / 200,000 stems
- Limonium / 4 varieties / 150,000 stems
- Magical Triumph / 150,000
- Magical Green power / 100,000
- Royal Princess / 50,000 stems
- Solidago / 40,000 stems
- Eucalyptus / 10,000 stems
- Eryngiums / 20,000 stems
- Mathiola / 5,000 stems
- Lisianthus / 5,000 stems
- Ruscus / 5,000 stems
- Campanula / 3,000 stems

Certifications

- GLOBAL.G.A.P.
- GRASP
- SEDEX
- KFC SILVER

Growing region & altitude

- Lake Naivasha,
1,950 m.a.s.l.



Address

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Florescencia Blooms

Booth B4.20

Florescencia Blooms is a Kenyan-based summer flowers farm located at the Rift Valley in Kenya. They ensure a consistent supply of fresh summer flowers all year round. Founded in 2018, the farm is equatorially located at an altitude of 1950m above mean sea level, which gives them an edge with an all year-round productive weather favorable for summer flower production.

They have made investments in sustainable green energy, research and innovation with a fully operational farm research department that ensures a rigorous and strict process of flower evaluation and selection. This, alongside partnerships with the leading global breeders ensures introduction of new, vibrant and colorful summer flower varieties. The workforce is 70% female, ensuring gender equality, decent work and economic growth whilst ensuring there is responsible consumption and production in the farm for eco-friendly and sustainable growth.

Products, varieties & quantities per week

- Anigozanthos / 3 varieties / 1.75 ha / 28,000 stems
- Limoniums / 4 varieties / 0.2 ha / 13,000 stems
- Echinacea / 3 colours / 0.5 ha / 10,000 stems
- Carthamus / 1 colour / 0.5 ha / 9,000 stems
- Ammi / 2 varieties / 0.5 ha / 15,000 stems

Certifications

- GLOBALG.A.P.
- KFC - SILVER (F.O.S.S)

Growing region & altitude

- Highlands West of Rift Valley, Kenya, 2,300 m.a.s.l.



Kenya

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P.O BOX 36-00517
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Mount Kenya Sprouts

Booth B4.20



Mt. Kenya Sprouts is a trusted fast growing summer flower producer. It is located in the iconic high altitude slopes of Mt. Kenya, with 16 hectares under production growing at 1,900m and 2,500m above sea level.

Through their sustainable techniques, Mt. Kenya Sprouts produces high-quality summer flowers ensuring a consistent production of a unique range of flowers that are available all year round.

Mt. Kenya Sprouts is always working to grow, diversify and maintain a good and satisfied customer base.



Products, varieties & quantities per week

- Eryngium / 2 varieties / 150,000 stems
- Gypsophila / 1 variety / 40,000 stems
- Limonium / 11 colours / 50,000 stems
- Bupleurum / 1 variety / 20,000 stems
- Ammi / 1 variety / 90,000 stems
- Lepidium / 1 variety / 20,000 stems
- Kiwi Mellow / 1 variety / 10,000 stems
- Lisianthus / 6 varieties / 5,000 stems
- Craspedia / 1 variety / 30,000 stems
- Talinum / 1 variety / 5,000 stems



Certifications

- GLOBALG.A.P.
- KFC SILVER STANDARD

Growing region & altitude

- Timau, 2,500 m.a.s.l.
- Nanyuki, 1,950 m.a.s.l.



Kenya

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Nanyuki
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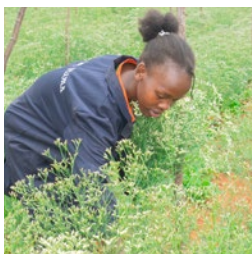
Primeflora

Booth B4.20



Primeflora is a Kenyan based company growing and exporting varieties of summer flowers from two high-altitude locations. Their Limoniums have earned a trademark reputation for quality and consistency throughout the year, with a wide choice of varieties.

Primeflora is determined to produce all the varieties in its basket throughout the year. They embrace innovative products in line with customer requirements and are willing to collaborate with customers to provide diverse varieties.



Products, varieties & quantities per week

- Limonium / 6 varieties
- Craspedia
- Solidago
- Alliums
- Delphinium
- Eryngium

Total production approx. 115,000 stems



Certifications

- GLOBALG.A.P.
- GRASP

Growing region & altitude

- Timau, Kenya 2,400 m.a.s.l
- Njoro, Kenya 2,000 m.a.s.l.



Kenya

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Rimi Flora

Booth B4.20



Established in 2007, Rimi Flora is a leading flower farm in the highlands of Nakuru County, Kenya, covering 21 hectares in Kihingo and Kinangop. With 340 employees, they prioritize safety in all handling processes, ensuring that their flowers - renowned for their rich color and fragrance - are carefully harvested, handled and stored below 4°C before being transported in their refrigerated trucks. People and the community are at the heart of their production. They support the community with water and other effective CSR initiatives.

They serve customers in Germany, UK, Netherlands and the Middle East. The consistency and reliability of their quality and delivery is demonstrated by their daily presence at the auction throughout the year. They stand out in the market as top growers and suppliers of Hypericum, Spray roses and Achillea flowers.

Products, varieties & quantities per week

- Spray Roses / 13 varieties / 35,000 stems
- Hypericum / 9 varieties / 190,000 stems
- Achillea / 1 variety / 9,500 stems

Certifications

- GLOBALG.A.P.
- KFC SILVER

Growing region & altitude

- Kihingo, Kenya 2,300 m.a.s.l.
- Naivasha, Kenya 2,500 m.a.s.l.



Kenya

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IPD contact

For more information please contact:
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Mobile: + 49 160 953 186 51
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Wilmar Flowers

Booth B4.20



Wilmar, founded in 1995 in the highland region northeast of Nairobi, focuses on creating a strong social impact. Since its inception, the company has benefited over 5,000 farmers, their families, and communities. Wilmar's operations are driven not only by profit but also by a commitment to positively impacting society. The business model contracts smallholder farmers, currently cultivating around 16 hectares, providing subsidized planting materials, agronomical support, and access to international markets.

With over 12 flower varieties and 28 years of experience, Wilmar continues to meet customer needs while promoting prosperity and rural livelihoods under the motto "hope through flowers".

Products, varieties & quantities per week

- Ornithogalum Saundersiae / 10,000-20,000 stems
- Ammi Visnaga (white) / 5,000-20,000 stems
- Ammi Visnaga (green) / 5,000-20,000 stems
- Craspedia Globosa / 5,000-25,000 stems
- Polianthes Tuberosa / 3,000-10,000 stems
- Scabiosa Stellata / 3,000-10,000 stems
- Ornithogalum Thyroides / 5,000 stems
- Moluccella Stuk / 2,000 stems
- Lepidium Atraxxa / 2,000 stems
- Daucus Carota / 2,000 stems

Certifications

- KFC SILVER

Growing region & altitude

- Kenya, Central Region
1,800 - 2,200 m.a.s.l.



Kenya

Address

Wilmar Flowers Limited
 Munene Industries Lodwar Street
 P.O Box: 1682-01000
 Thika
 Kenya
 Phone: + 254 734 273 133
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Contact

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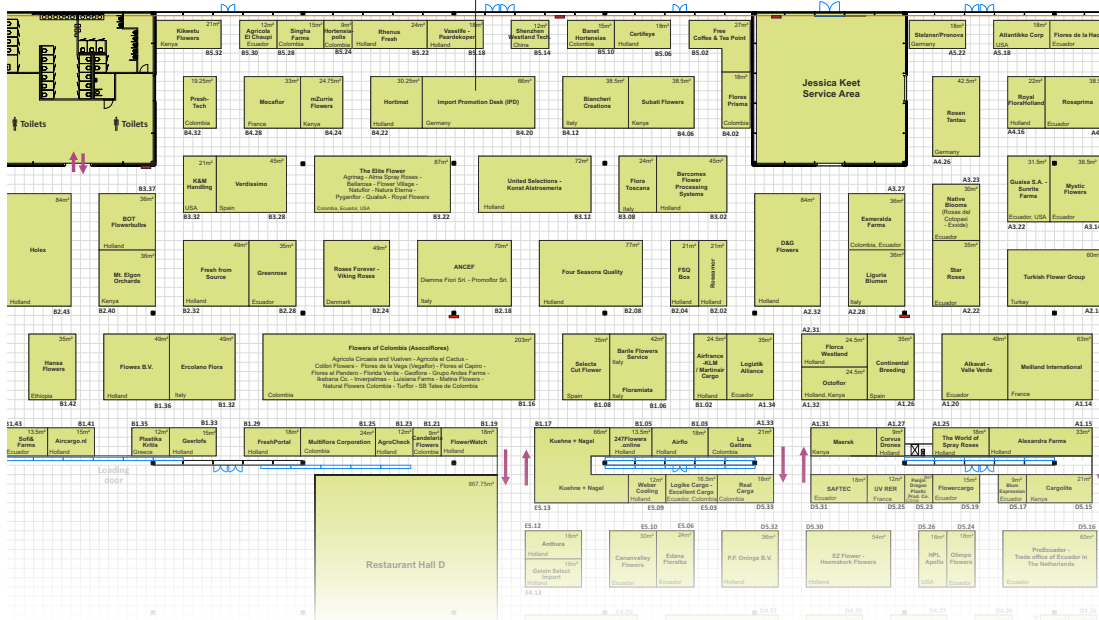
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Partners in
Transformation
Import Promotion Desk

Hall 4, booth B4.20



Address
Expo Haarlemmermeer
Stelling 1
2141 SB Vijfhuizen
The Netherlands
www.hppexhibitions.com/iftf

Opening hours
Tuesday | November 5 | 2024
10.00 A.M. – 6.00 P.M.
Wednesday | November 6 | 2024
10.00 A.M. – 6.00 P.M.
Thursday | November 7 | 2024
10.00 A.M. – 5.00 P.M.

Save the date

28 - 31 January 2025

IPM ESSEN

Green, Great, Gorgeous!

IPD will also be there, bringing the floral splendour of **South Africa** to the IPM show. Meet new, pre-approved growers of exclusive cut flowers from the heart of Cape Floral Kingdom.

The Fynbos region inspires with unusual and exotic flowers such as:

- Protea
- Leucadendron
- Leucospermum
- Brunia

Many South African growers are focusing on the production of new flower varieties bred from endemic wild varieties. They are relying on innovative technologies and growing methods.

IPD puts you in touch with reliable suppliers who previously only offered their products via intermediaries.



Interested?

We will be happy to inform you in time about our offer at the IPM.

Register here!





**Partners in
Transformation**
Import Promotion Desk

Funded by



Federal Ministry
for Economic Cooperation
and Development

Implemented by



**Do you want to benefit
from our matchmaking
service?**

We will inform you regularly about our
current events in the cut flower sector!

Then register here!

Import Promotion Desk (IPD)

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