

PRESS RELEASE

KENYA FLOWER FIRMS SHOWCASE THEIR PRODUCTS AT THE INTERNATIONAL FLOWER TRADE FAIR (IFTF) 2015



Kenya Flower Council Pavilion at the fair

Vijfhuizen, Holland: The Kenya Flower Council joined hundreds of exhibitors from all over the world at the International Flower Trade Fair (IFTF) which took place at Vijfhuizen, Netherlands between 4th and 6th November, 2015. Kenya was represented by 26 exhibitors 12 of whom shared the Kenyan Pavillion at the event.

Speaking during the event the Kenya Flower Council CEO Mrs. Jane Ngige lauded the efforts made by the organisers of the hugely successful event and highlighted some of the benefits accrued from it.



“This year’s IFTF show has been exceptional. The atmosphere at this year’s fair has been very exciting and energetic. We met friends and established many new partnerships.”

The Secretary General of Union Fleurs where KFC is a member Sylvie Mamias said the following of the event,

“This show has provided a platform for exhibitors to showcase what they can produce and quality of their products especially big players like Kenya who use the event to promote their production.”

Horticulture Crop Directorate Interim Head of Directorate Mr. Zakayo Magara said that the fair provided an opportunity for countries to exhibit their best products and highlighted how Kenya is striving to achieve excellence in terms of quality to enhance and maintain its global market share.

Kenya’s Ambassador to the Netherlands Her Excellency Rose Makena welcomed the Kenyan delegation to the country. She thanked the government of the Netherlands for supporting Kenya’s floriculture industry among others. She said that the Kenya Government take the flower industry very seriously owing to its contribution to the country’s economy, employment and wealth creation.

His Excellency Johnson Weru- Kenya’s Ambassador to the Kingdom of Belgium and the Grand Duchy of Luxembourg welcomed the presence of Kenya’s exhibitors at the International event and hoped that it will be even better in the coming years. He advised the stakeholders from Kenya to coalesce under a national pavilion for effect and to register strong presence.

The Director of Credible Blooms Limited Mr. Eliud Njenga said that the fair provided him with an opportunity to discuss business with new buyers and strengthen existing relationships with his buyers. He said that he was able to meet buyers from 15 countries which in essence have helped him to cut on costs which he would otherwise have used to travel to these countries to meet the clients.

Dr. Deborah Ghione from NIRP International appreciated the organisers of the event saying that it was very important for her firm to meet their customers from all over the world in just three days. She said that besides clinching several orders the event provided the firm with the opportunity to exhibit their new varieties. She predicted a rosy future for the flower industry following increased global consumption.

Mr. Alejandro Martinez, Executive Director of Expoflora-Ecuadorian Association of Flower Exporters- appreciated the fact that growers and exporters are coming together to form associations which is good for the flower industry. He said consumers do not care so much where the flowers come from as long as they are of good quality and have been sustainably grown. He said that there is a huge market growth and expansion. He said that the goal of the industry should be to increase consumption of flowers worldwide. This would be through production of high quality flowers, competitive pricing and understanding the flower needs of new clients especially the younger generation. He called for closer cooperation among stakeholders in the industry whose goal should not be to compete against each other but to concentrate on expanding the market.

Mr. Hector Pedreros Velasquez from Columbia observed that Kenya, Columbia and Ecuador are the major producers of cut flowers but unfortunately they remain price takers. He urged stakeholders-producers, customers and logistics to share information to further develop and facilitate trade in flowers. He said the show provided him with the opportunity to find out about market requirements which will inform him of what to grow and how to grow it.

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