



Registered as ASSO FLOWERS (Association incorporated under Section 21)

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Report back on IPM Essen – 28.01.2014 – 31.01.2014

Report compiled by Theunis Jordaan

Expo: IPM Essen, Germany

- Amount of visitors: ±57 000 from more than 100 nations
- SAFEC one of 1554 exhibitors from 45 nations – 62% from abroad
- Exhibition space: 16 m²
- Stand 1D12.4 Hall 1.0

Exhibitors included breeders and suppliers of cut flowers, but there was a bigger emphasis on plants, suppliers of biotechnology, floristry products and greenhouse technology/equipment.

Visitors to the expo represented all areas of the world including Hungary, Romania, Angola, Israel, Italy, South Korea, Czech Republic, China, Portugal, USA, Germany, Spain, Brazil and Holland who visited the SAFEC stand. We made 17 new contacts from all over the world who were interested in importing South African flowers. This year the stand had 13 vases, each representing a different species and on the background walls there were 10 posters of different fynbos flowers. The quality of the flowers was very good except for the *madiba's* which could have looked better.

According to the IPM organisers around one third of the visitors placed orders directly at the fair and almost half of them stated that contracts would be concluded after the fair. This highlights that the sector is looking in to the future positively. The exhibitors praised the internationality and quality of the visitors in particular. At around 40 percent (in 2013: around 30 percent), the proportion of foreign trade visitors has risen substantially. As far as the visitors' objectives were concerned, maintaining and consolidating business contacts as well as net working were right at the top of the ranking.

Although the increase in interest in the show might look good, it seems as if it is attracting more visitors interested in plants and technology and less in cut flowers. There were quite a few enquiries about protea plants, which indicate the kind of visitors coming to the exhibition. Still the presence of South Africa with its indigenous flowers was good exposure to the EU market.

Report IPM Exhibition held from 28 – 31 January 2014

Stand manned by Theunis Jordaan with assistant Olga Guryeva

Contact addresses obtained for SA exporters. These contacts are to be approached by South African growers/exporters for further action. SAFEC would be grateful if they are advised by exporters who are successful after contact with any of the addresses. We do not require names and addresses only a note that a contact was successful. This will help us to ascertain if exhibiting on behalf of our members is worthwhile. Your inputs will be appreciated.

CUT FLOWERS:

1. Virag Trend Aruhaz Kft, Hungary

Director: Gyorgy Bazula

H-2310, Szigetszentmiklos, Leshegy u. 9. Hungary

Tel +36 (24) 539 595

Cell +36 (30) 945 1538

Email gyorgy.bazula@vta.hu

Website www.vta.hu – Flower Wholesale

Interested in importing proteas and fynbos.

2. Flori De Lux, Romania

CEO: Marius Dosinescu

Iuliu Maniu 7, Corp N, Incinta Apaca, Bucuresti

Tel 0372 740 106

Cell 0722 23 73 73

Email marius@floridelux.ro

Website www.floridelux.ro

Interested in importing proteas and a pricelist.

3. Passo Firme, Angola

Ruben Armando Monteiro

Zona Industrial de Viana - Angola

Tel. +244 929 194 871

Email passofirme.angola@gmail.com

Interested in importing proteas and fynbos.

4. Danziger – “Dan” Flower Farm, Israel**General Manager: Micha Danziger**

Moshav Mishmar Hashiva 5029700, PO Box 186, Israel

Tel +972-3-9602525

Cell +972-54-4242874

Email micha@danziger.co.il or danziger@danziger.co.il

Interested in buying proteas.

5. Barile Flowers Service, Italy**Managing Director: Nino Barile**

Cell +39 335 84 40 931

Tel +39 080 35 13 980

Email nino@fbarile.it

Seller: Eliana Catalano

Tel +39 080 97 23 536

Email Eliana@fbarile.it

Website www.fbarile.it

Want to buy directly from the grower if that is possible. Already importing proteas.

6. Sun Gro, South Korea**President: Dr. Beyoungan Yoon**

268-5 Samsang-Ri, Janheung-Myun, Yangju-si, Gyeonggi-Do, South Korea 482-813

Cell 82 10 9175 3614

Tel 82 31 876 4060 - 1

Email yoon@sungro.co.kr

Website www.sungro.co.kr and www.deroma.com

Korean flower shop and importer. Looking for an agent of fresh cut flower.

7. Nohel Garden, Czech Republic**Purchase Manager: Jiri Sip**

Budinek 86, 263 01 Dobris

Tel +420 318 533 541

+420 318 533 540

+420 318 533 511

Email sip.jiri@nohelgarden.cz or office@nohelgarden.cz

Export/Import. Wholesaler. Interested in proteas.

8. Ever Blomming, QianRiHong Flowers, China**Marketing Manager: Bill**

Room 0222, B1F, No. 1500 Jinding Road, Joybells EXPO

PuTuo District, Shanghai 200030, China

Tel +86 (0) 21 - 52587275

Email qianrihong_22@hotmail.com.

Already an importer of South African flowers. Interested in proteas.

9. Semi LITE Corporation, Seoul, Korea**Team Manager: Sangkyu Jung**

Rm.408 Character Greenville, Shindaebang-dong, Dongjak-gu, Seoul, Korea

Tel +82-2-831-0511

Cell +82-10-2167-8263

Email biz@semilite.com

Website www.semilite.com

Interested in importing proteas. Already importing South African flowers. Wants a catalog with products.

10. vd Hoorn Floristik, Aalsmeer**Managing director: Vincent van Baal**

Aalsmeerderweg 553B, 1437 EG Rozenburg, Postbus 1382, 1430 BJ Aalsmeer

Tel +31 (0) 297 325 150

Cell +31 (0) 651 378 620

Email Vincent@vdhoornfloristik.com

Website www.vdhoornfloristik.com

Interested in direct sales. Especially in Brunia to use in bouquets.

PLANTS:**11. Horto de folgosa, Portugal**

Rua N. Sra. Da Caridade, Vermoim – 4470 255, Maia – Portugal

Tel 00351 229 487 692

Email info@hortofolgosa.com

Website www.hortofolgosa.com

Interested in small protea plants. Want to grow them in pots.

12. Fleurizon, USA**Western Region Account Manager: Rich Ouellet**

23 Leon Way, Fallbrook, CA 92028

Tel +1 805 389 8980

Cell 760 533 1842

Email rich@fleurizon.com

Website www.fleurizon.com

Interested in small protea plants.

CATALOG:**13. Köhler Schnittblumen, Germany****Bernd Köhler**

Gottlieb-Daimler Str.14, 68165 Mannheim

Tel 0621 / 44 70 22

Cell 0172 / 98 357 80

Email: Koehler.blumen@t-online.de

Wholesaler in Germany. Wants a catalog of all protea products to give to their client.

14. Franz Dreher, Blumenimporte, Germany**Franz Dreher**

Gewerbestrasse 7, 79576 Weil am Rhein-Haltingen

Tel 07621 / 96 760

Wants a catalog.

15. Mtres photography, Spain**Miquel Tres**

C/Vapor, 24, Sabadell (BCN)

Tel +34 93 726 56 69

Cell +34 699 97 25 47

Email foto@miqueltres.com

Website www.miqueltres.com and www.focus-on-garden.com/miquel-tres

Wants a catalog.

16. Thomas Reeves, Brasil**Director Comercial: Thomas Reeves**

Rua Rocha Lima, 371, Fortaleza/CE - Brasil

Tel +55 (85) 3242.0888

Cell +55 (85) 8899.2314

Email thomas@naturayo.com.br

Wants a catalog. Grows protea in South America

GREENHOUSE FLOWERS:**17. Fred.De Meulder, Holland****Bas Reijkerkerk**

Postbus 210, NL-2160 AE Lisse, Achterweg-Zuid 33a

Tel +31 (0)252 43 71 12

Cell +31 (0)6 11 90 19 95

Email bas@demeulder.comWebsite www.demeulder.com and www.festivalofcolours.eu

Interested in Lillies.

SUPPLIERS OF SERVICES AND GOODS:**Flowersense****CMO: Tetiana Siianko**

Tel +380 956 818 870

Email. ts@flowersenseapp.comWebsite www.flowersenseapp.com

The first mobile flower marketplace. Like a Facebook for flowers.

KUEHNE+NAGEL**Natasha Solano**

Global Business Development Manager – Perishables Logistics

Anchorageaan 40, Schiphol

Email Natasha.solano@kuehne-nagel.com

Cold chain perishables logistics. They do fish in South Africa, but are interested in the SA flower industry. Kenia is already using them and importers in Holland are clients of them as well.

99 Roots**Natasha Starkell**

Head of all things complicated

Tel +49 160 90 291 595

Email natasha@99roots.com

Website www.99roots.com

They are trying to do to the flower industry what Jamie Oliver did to the food industry.

Unlocked International**Your key to international web-exposure****CEO: Angelos Kollas**

Rehmstr.3a, 22299 Hamburg, Germany

Tel +49 (0) 40 51321811

Cell +49 (0) 151 4023 0018

Email akollas@unlocked-intl.com

Website www.unlocked-international.com

To overcome multilingual challenges in the flower trade.