



Registered as ASSO FLOWERS (Association incorporated under Section 21)

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Report back on IFTF – 06.11.2013 – 08.11.2013

Report compiled by Theunis Jordaan

Expo: Haarlemmermeer Vijfhuizen

- Amount of visitors: ±12 000
- Exhibition space: 12.75 m²
- Stand C1.01 Hall C
- SAFEC one of 107 exhibitors

Exhibitors included breeders and suppliers of cut flowers and also suppliers of biotechnology, floristry products and greenhouse technology.

Transport between Aalsmeer, Hortifair and Expo Haarlemmermeer was provided through free shuttle service which also resulted in additional visitors.

Visitors to the expo represented all areas of the world including Turkey, Iran, Qatar, Portugal, Dubai, India, Spain, Ukraine, Hungary, America and Russia to name a few. We made 34 new contacts from all over the world who were interested in importing South African flowers and the *protea venus* especially had a lot of pictures taken of. The *Strelitzia's* was not up to standard though and the *madiba's* and *cynaroides* could also have looked a bit better. The stand had 10 vases, each representing a different species. The stand was simple, which kept the focus on the flowers, but there could have been a bit more improvement on the background and I feel the South African flag can also be more present.

There were a lot of rose exhibitors which seemed to be the main focus of the expo. Countries such as Kenya, Ethiopia, Colombia, Ecuador and Taiwan each had an impressive national pavilion stand which presented all their producers and exporters under one roof with each company exhibiting in only a square meter. Other South African companies present were Proteus Marketing, Afrex Trading from Johannesburg who both also displayed proteas and another SA producer exhibiting in a Danish stand. It might be a good idea to try and get all the South African products under one roof as well by means of a national pavilion.

Other main countries exhibiting there were Holland, France, Italy, Belgium, Germany Hong Kong, Iran, Poland, Uganda, Israel, UAE, Chile and Sri Lanka. Our African competitors were thus all present.

The stand was not overrun with visitors like with other shows, but it most definitely attracted the more serious potential client. More involvement of all growers in the flower selection at an exhibition can be looked at. The presence of South Africa with its indigenous flowers was well worth the effort and needs to be continued and improved.