

Report back on IFTF – 30.10.2012 – 02.11.2012  
Stand A1 : 04 Hall A  
Report compiled by Jenneth Prinsloo

Expo: Haarlemmermeer Vijfhuizen

- Amount of visitors: ±12 000
- Exhibition space: 16.072,00m<sup>2</sup>
- SAFEC one of 107 Exhibitors, the show has grown quite considerably over the last couple of years.

Main exhibitors were breeders and suppliers of cut flowers and also suppliers of oasis, biotechnology and floristry products.

As usual, networking with old and potential clients is always a bonus and making certain our growers are represented.

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

Interest was shown in especially the silver brunier and Coronata and our banners with Table Mountain a good association with the Cape Flowers.

It was reassuring to see that visitors were represented from all areas of the world including Turkey, Iran, Qatar, Portugal, Dubai, India, Spain, Ukraine, Hungary, Russia and many other countries not always represented at the Trade Fair.

SA branding just seems to be a little in lack off and maybe we must consider talking to DTI for more advertising and promotional material specifically "Proudly SA".

A few S.A. manufactured crafts should be added with the flowers to attract some attention and give a little ambiance to the flower arrangements. Using the full names with full South African flags should be displayed more obvious.

Maybe as a suggestion mock up version should be made of the stand and circulated to members for their comments and input. IFTF is a growing show and it was very good to see how many of the SAFGA members come to visit the stand and also expressed their interest in being at the stand next year supplying some flowers and assistance. This reminds me of the very impressive South African stand at Hortifair always taking away the breath of visitors to Hortifair. Included in our visitors were Heinrich Muller and Francois from Greenhouse technologies and Geert van Geest and some representatives from their Johannesburg and Holland offices, Alweco, Gerhard van der Tang, Maryke Mendez, Gloria and Elton from Defynne Nursery that is now our latest members. Willem Verhoogd, Lawrence and Rosie unofficially assisting at the stand, the vibrant Eldene Mason, Rene Schoenmaker and on duty for this exhibition myself.

The stand was not run over with visitors but most definitely attracted the more serious potential client. Unusual was the interest in potted Protea and fynbos from Israel and Portugal. We would just like to have more involvement of all growers in the flower selection to an exhibition and are currently preparing a checklist that will be circulated to growers well in advance of the next exhibition.