



Press release

Import Promotion Desk: A splendour of flowers from Africa and South America **The import promotion initiative is showcasing small and medium-sized flower producers at the IFTF. They are presenting a vibrant and premium selection of cut flowers: B4.20**

Bonn/Berlin, 15 October 2026 – Flower farms from Kenya, South Africa, Ecuador and Colombia will be showcasing a wide variety of cut flowers at the International Floriculture Trade Fair (IFTF) in Vijfhuizen, the Netherlands, from 3 to 5 November. They will be bringing summer flowers from Kenya, proteas from South Africa, roses from Ecuador and hydrangeas from Colombia. At the Import Promotion Desk (IPD) stand, European buyers will have the opportunity to meet 17 cut-flower specialists, examine the range on offer, and establish new business connections. The import promotion initiative supports selected and vetted producers, connecting them with interested traders.

Summer flowers from Kenya, proteas from South Africa

Flower farms in Kenya offer a wide variety of summer flowers. The company 'Rimi Flora' specialises in Hypericum. It produces 13 varieties, including Royal Princess, White Prince and Royal Cream. Other companies, such as 'Pamoja Flowers', 'Cenacle Kenya', 'Omega Blooms', and 'Ole Engai Growers' contribute to the range with kangaroo paw, alstroemeria, ammi, eryngium, limonium, gypsophila, eucalyptus and craspedia. Chrysanthemum and rose growers from Kenya will also be attending the IFTF.

South Africa is the land of proteas. The 'Bosjes' and 'Nikwaflora' farms are showcasing some beautiful specimens at the IPD stand. They are also showcasing other typical plants from the Cape region, such as Leucadendron and Leucospermum.

Roses from Ecuador, hydrangeas from Colombia

If you're looking for roses, be sure to check out the selection from the IPD flower farms in Ecuador. 'Alisroses' alone cultivates 40 varieties. Other rose specialists include 'Jaad Blumen', 'Lucy Roses', 'Susi Flowers' and 'Blum Expression'. Some of these also offer garden roses and dyed roses. Another Ecuadorian speciality is carnations: 'MyJ Flowers' offers a wide variety of carnations and mini carnations.

The company 'San Francisco Gardens' supplies hydrangeas from Colombia. Other Colombian flower farms in the IPD programme showcase their range of summer flowers and roses.

More information:

https://www.importpromotiondesk.de/fileadmin/Messebroschueren/IFTF_IPD_suppliers_of_cut_flowers.pdf



Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an initiative to promote imports in Germany. IPD forms a link between small and medium-sized enterprises in selected developing and emerging countries and European importers. The aim is to integrate the partner countries into global trade, thus making a contribution to sustainable economic, social and ecological development in these countries.

IPD opens access to the EU market for small and medium-sized enterprises from the partner countries and supports them in establishing trade relations. IPD opens up new sources of supply in the partner countries for European importers who want to organise their entrepreneurial commitment in a sustainable way and supports them in the procurement process for certain products and services.

IPD is currently active in 21 countries: Brazil, Cambodia, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Senegal, South Africa, Sri Lanka, Tanzania, Tunisia, Ukraine, and Uzbekistan.

IPD focuses on specific sectors: fresh produce, natural ingredients for food, pharmaceuticals and cosmetics, sustainable seafood, cut flowers, sustainable tourism, and digital services & products.

The global development organisation sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Wholesale, Foreign Trade and Services Association (BGA). The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

IPD is part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised. The aim of "Partners in Transformation" is to promote socio-ecological and feminist economic transformation in the partner countries.

Further information at www.importpromotiondesk.de

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