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NOVEMBER - DECEMBER 2019

KENYA

**Direct markets can
offer better prices**

PLANT MARKETING

**Bigger is better and
better together**

RUSSIA

**FlowersExpo
ignites floral passion**

A man and a woman are standing in a field of bromeliads. The woman on the left has blonde hair and wears glasses and a blue top. The man on the right is bald, wears glasses and a dark t-shirt, and has a small logo on his chest. They are both smiling. The background is a dense field of green bromeliads with red and yellow flower spikes.

BREEDING THE EXCEPTIONAL

Bromeliads reaching the status of specialty products

MEXICO



OPF México's premiere doesn't disappoint

Messe Essen's inaugural Ornamental, Plants & Flowers MEXICO (OPF), held 18 -20 September 2019 in Mexico City hosted around 120 exhibitors from 12 nations presenting flowers, potted plants, outdoor plants, horticultural technology and floristry supplies on a 9,000m² show floor. The three day event welcomed 10,000 trade visitors from 14 countries.

"The show went very well for us as interest in horticulture in Latin America is strongly growing. OPF offered the global flower industry another top-class platform. Especially the participation of German exhibitors and visitors stood out," says Oliver P. Kuhr, CEO of Messe Essen. With its proximity to the USA - one of the largest consumer markets for horticultural products, Mexico is an attractive location and Germany's most important trading partner in Latin America. In addition, the country with its different climate zones offers ideal production conditions for a large number of plants and

flowers throughout the year. The free trade agreement between the European Union and Mexico which has been in place for several years also supports trade between the two continents. OPF's opening ceremony was attended by high profile dignitaries including Germany's Ambassador to Mexico Peter Tempel and the Netherlands' Ambassador to Mexico Margriet Leemhuis and representatives of the Mexican Ministry of Agriculture as well as of the Japanese Embassy. Next year's OPF will take place November 17-19 2020, at Mexico City's Citibanamex convention centre.

FRANCE

Re-thinking Salon du Végétal aims for revival in Angers

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After a third year of disappointing attendance at Salon du Végétal, Nantes, the horticultural trade show's organisers have made the decision to return the event to its original host city of Angers for its 35th edition next year. Salon du Végétal, Nantes took place from September 10 to 12 but the 34th edition's exhibitor and visitor numbers failed to reach the ambitions of event organisers BHR (Regional Horticultural Office). BHR have now decided to return the event to Angers and hope to reverse the downward trend.

CHINA

AIPH 71st Annual Congress

The 71st Annual Congress of the International Association of Horticultural Producers (AIPH) was held from 8th - 13th September in Beijing. The Congress included the AIPH Expo Conference, the AIPH International Green City Conference, the World Ornamental Horticulture Summit, a tour of Expo 2019 Beijing and concluded with a splendid cultural show in the Expo's Guirui Theatre.

At the World Ornamental Horticulture Summit, a line-up of distinguished international speakers presented to over 300 delegates representing 69 countries. High-level Chinese officials and industry leaders from around the world attended the official summit's opening ceremony. The event explored the opportunities and challenges of trading with China. Sessions addressed major topics such as plant breeding and IP protection in China and unveiled China's current and predicted market trends. Speakers included Mr Biense Visser (Dummen Orange), Mr Marco van Zijverden (Dutch Flower Group), Dr Edgar Krieger (CIOPORA), Mr Lu Zhipeng (Alibaba), Mr Long Sangun (PBR Office China) and Mr Fanke (China Council for Promotion of International Trade). AIPH Secretary General, Mr Tim Briercliffe, said

"Now, more than ever, the opportunities for growing the ornamentals market in China are evident. It's clear that China is seriously addressing international concerns about IP protection and creating an environment where foreign businesses can trade in China with confidence. The AIPH International Vision Project, reinforced by data from Alibaba, has illustrated that the spending capacity in Chinese cities will increase dramatically and the horticulture industry must focus on products and logistics now to ensure its share of this future spend. Companies like the Lynch Group and Dutch Flower Group have demonstrated that a market for imports exists in China for value-added, niche products. In addition, government legislation will remove many trade restrictions and give foreign investors the same rights and privileges as Chinese nationals, from January 2020. There has never been a better time to get involved in this market." The AIPH Congress and the World Ornamental Horticulture Summit were organised in collaboration with AIPH's member in China - the China Flower Association (CEA). The events were sponsored by PERA Events, Royal FloraHolland, Dummen Orange, Expo Lodz 2024, the Thailand Convention & Exhibition Bureau and Floraculture International was the media partner. The 72nd AIPH Annual Congress will take place from 1st - 4th September 2020 in Warsaw, Poland. For more information visit: www.aiph.org



COLOMBIA



Colombian President Ivan Duque expressed the full-fledged support of his government for the flower sector.

Proflorea 2019 - Go, Colombia!!

If PROFLOREA 2019 were to be described in two words, they would be: simply vibrant. With 400 exhibitors and thousands of visitors, the Colombian trade show was a mix of bustling business networking and the most diverse, imaginative flower displays. This edition also marked several important anniversaries.

Two iconic, pioneers of the industry - Grupo Andes and Flores de los Andes - both celebrated 50 years of working in the business, whilst ASOOLFLORES, the Colombian Association of Flower Exporters, celebrated its 45th year in operation and the 15th version of its renowned show in Bogotá. The inauguration ceremony was packed with high profile dignitaries and key industry players including flower exporters from Colombia and other countries; buyers from around the world; journalists and every key supplier imaginable. Colombian President Ivan Duque also attended the ceremony and expressed not only the full-fledged support of his government for the flower sector, but also encouraged exporters to continue their quest in diversifying product offer by, for example, widening the cut foliage offer through incentives and improved logistics and strengthening new and emerging markets. "Let's keep moving", he said, "we should strive to double our exports over the next few years". He continued, "Let's look to the East, we have a free-trade agreement with Korea, that we should be using to its full potential; how is it possible that Ecuador is exporting double the quantity we are to China?" Duque went on to assure Colombian flower growers that

measures to address potential changes in exports to the UK (through Brexit) were being taken. Interestingly, he also referred to the United Nations 'Sustainable Development Goals', a set of 17 indicators that the world has pledged to comply with by 2030. "Floriculture has a large connection with many of these," he pointed out, adding, "empowering women, decent jobs, education, good health and well-being, sustainable production and partnerships to mention a few." Around the show, many familiar faces and long-time players were seen, but it was evident too that a lot of young people were in charge. Generational change has clearly taken over Colombian floriculture which, no doubt, contributed to the show's dynamic atmosphere and its spirit of innovation and exploration for new markets. This could not have happened, however, without the far-sighted and strategic vision that has characterised the sector since its origins more than half a century ago. Along with hundreds of new varieties, attractive cut foliage and completely new flower types were abundant. Colombia has really gone beyond the "staple" flowers of yore (roses, carnations, chrysanthemums) even though these are being constantly rebranded.



LEGAL CANNABIS: NEW BOOMING BUSINESS

Mr Hidde J. Koenraad is Partner in Intellectual Property at Boekx Advocaten (Amsterdam).

As the legal cannabis market expands and is anticipated to be worth billions in the near future, many companies, including greenhouse growers, want a piece of the pie. At the same time, a lack of harmonisation and fast-changing regulations make it challenging for the stakeholders involved to adhere to the wide variety of laws. Yet, compliance is critical.

Cannabis is on the list of illegal substances included in the Single Convention on Narcotic Drugs, 1961 which prohibits the use of the drug in many countries worldwide. However, the use of cannabis or cannabinoids for medicinal purposes is becoming increasingly permitted around the world. Clinical trials and anecdotal evidence suggest that cannabis can help patients living with serious conditions such as epilepsy, multiple sclerosis, cancer and chronic pain. Companies from a broad variety of industries are carefully exploring this relatively new and booming sector.

Although the 1961 Single Convention forms the basis for the regulation of cannabis, there is no global cannabis regime: each country has its own laws and regulations to legalise certain aspects of cannabis.

In the European Union, most countries have legalised cannabis for medical use. However, between member states there is considerable disparity with regard to the products that are permitted and the rules for their use. The European Parliament is calling for both an EU-wide policy for medical cannabis and properly funded scientific research.

A similar situation exists in the US; each state has its own rules regarding medicinal cannabis. Although 33 states have already legalised cannabis for medical use, federal laws prohibit its use for any purpose. However, so far, no federal action has been taken against states that have legalised the drug.

In Uruguay (since 2013) and Canada (since late 2018) the use of cannabis has been completely legal, not only for medical, but also recreational use. Recently, Luxembourg's health minister confirmed plans for the country to become the first in Europe to legalise both cannabis production and consumption. In the Netherlands, the government recently announced that it wishes to initiate an experiment involving the cultivation of cannabis for recreational use.

As a result of recent, and what looks to be rapidly increasing legalisation around the world, cannabis has developed from a criminalised drug to a multibillion-dollar industry.