

Report International Flower Trade Expo (IFTEX) 2015

Last week, the 4th edition of the International Flower Trade Expo (IFTEX) took place at the Oshwal Center in Nairobi, Kenya. The show offered the exhibitors and visitors a good opportunity to network and to learn more about the possibilities of floriculture in East Africa.

The exhibition floor was 20% larger compared to last year and attracted many small scale growers. These growers, like many other Kenyan growers, are eager to expand their export market and increase their production by investing in techniques. For many growers, the auction is still the main distribution channel, but the direct supply to consumers increases. This is because of the fact that the worldwide demand for niche products is growing.

The show attracted visitors from all over the world. This year, less visitors from the Middle East and Asia attended the show. However, compared to last year, the show was visited by visitors from more countries. Overall, the exhibitors were pleased with the quality of the visitors. As well as the other way around; the quality of the exhibitors was high. There was not only one responsible person at the booth, but more. This enabled them to network not only at the booth, but also at other exhibitions.

Ausblick vom Veranstalter

The organisers of IFTEX Expo Kenya today announced the fourth edition taking place next year in 2016. The dates are being set for Wednesday June 8 to Friday June 10.

IFTEX will again be held at the state-of-the-art building the "Shree Visa Oshwal Community Center" in Parklands Nairobi. Due to the great interest of existing exhibitors to participate again, and the invitation to flower growers from surrounding countries to exhibit as well next year, IFTEX has managed to extend its exhibition space with another 5.000 m². This will bring the total exhibition area to almost 11.000 m². Together with the expected internationalisation, this event is becoming a regional flower trade fair for not only Kenyan flower growers, but as well for growers from South Africa, Zimbabwe, Tanzania, Zambia, Uganda, Ethiopia and other African flower producing countries.

The venue with a total gross exhibit space of 11.000 m² exhibition space is divided in 7 individual halls. It has excellent and sufficient parking facilities. The site is therefore perfectly suitable for the purpose of a trade fair and will be able to offer a professional platform to both buyers and vendors. Although the fair is primarily aiming for flower growers to exhibit, also suppliers to the floriculture industry fit perfectly well in the exhibitor profile and are therefore very welcome to exhibit as well. However flower growers will receive prime attention, as they are the ones that attract the international buyer. These buyers are expected to travel from all main flower consuming nations and continents, such as from Europe, Russia, USA, Middle East, South East and even from Africa itself.