



# Pay it with Flowers!

Since time immemorial, flowers have been used to convey special messages on special occasions. Whether you're bashful, at a loss for words, or simply looking for a novel way to convey any message - you could say it all with flowers. Flowers carry a lot of body language too - pink roses in general symbolize grace and gentility, while bright yellow sunflowers denote gaiety and joie de vivre. Today, no occasion is complete without flowers - the delicate blooms always form a memorable part of any event. But, flowers have got to be transported from the place where they are grown - to reach the lady on her wedding anniversary and to adorn the blushing bride on the most important day in her life.

Dubai, the Middle East's commercial hub and international redistribution center, is well on its way to becoming the region's

floriculture centre as well. With the formation of the Dubai Flower Centre, the city will gear up to receive exports from the African region, the Asian subcontinent, and from the European-Asian trade route as well - a riot of colors against a desert backdrop.

**DUBAI IN BLOOM**, a quarterly magazine, has been planned to give you the latest information about flowers, floriculture and horticulture in the Middle East & Africa and a host of flower talks from across the world. Providing unrivaled editorial coverage, it will cater to all the players involved in the 60 billion US\$ plus flower trade. The magazine has been designed to hold the interest of all - the grower, the wholesaler & retailer, all those involved in the trade, and the end-user of flowers on all those special events. A must-read for floral business industry, the magazine's exclusive contents span six sections:



-  **DUBAI FLOWER CENTRE**
-  **FLORICULTURE:**
  - CUT FLOWERS - GLOBAL
  - FLOWER & PLANT IMPORTERS
-  **FLOWER & PLANT ASSOCIATION (FPIA)**
-  **THE COOL CHAIN: PERISHABLE LOGISTICS**
-  **AGRICULTURE & IRRIGATION REGIONAL**
-  **LANDSCAPING**

## Dubai Flower Centre



### DUBAI FLOWER CENTRE: AN APPROPRIATE LINK IN THE COOL CHAIN

Strategically located at the centre of one of the busiest trade routes, Dubai straddles two major economic blocks-European Union & Emerging Asia. Today, this busy transit hub forms the gateway to a market of over one billion consumers.

### RAPIDLY GROWING TRADE IN AIR FREIGHT PRODUCTS

The Dubai Flower Centre (DFC) is located adjacent to the Dubai International Airport serving over 100 airlines, providing access and convenient connections to new markets as well as traditional ones. This, coupled with Dubai Cargo Village's reputation in offering one of the fastest turnaround times in the world for transshipments, will go a long way in providing the assurance to shippers and also serving as an appropriate link in the cool chain.

The Dubai Flower Centre is being developed in response to the rapidly growing trade in air-freighted floriculture products (cut flowers, foliage and plants) and other horticultural perishables, and the increasing need for specialised facilities to handle these products. The facility which is to primarily serve as an air cargo transit hub, will also play a critical role as the commercial base for the development of the floriculture industry in the Middle East.

### A RATIONAL SWITCH

"100, 000 tons of flowers move daily out of Africa- main growers being Kenya, Zimbabwe and South Africa. India and Sri Lanka will also be important markets for the Dubai Flower Centre, as will Thailand, Malaysia, and increasingly China. A switch to use Dubai would be a very rational one, as the network infrastructure for redistribution is already there." The Dubai Flower Centre will no doubt add stability and facilitate smooth functioning between growers, buyers and exporters.

