

Floriculture:

-Cut Flowers Global

-Flower & Plant Importers / Trade - Regional



The floriculture industry is changing rapidly – where once the vast majority of flowers were grown in Europe for Europe, production is increasingly moving to Africa and Asia, and new import markets are opening up. The editorial content of **DUBAI IN BLOOM** is focused on ornamental floriculture. "**DUBAI IN BLOOM**" is the only regional magazine that will report on what's going on, creating knowledge from information and is aimed at facilitating an invaluable network between its audience and the movers & shakers of this Industry. Invaluable contribution will be the seeing of the big picture on the trends in the cut flowers industry and bringing it to the readers in this part of the hemisphere in understandable, bite-size pieces.

The magazine will offer precise information on 'Who's Who' in the floriculture industry, providing necessary details of the growers and the florists in the region. Targeting various flower growers' associations and florists, the magazine will support and advance the floriculture industry in the region by showcasing various individual growers and their produce.



DUBAI IN BLOOM - Published From Strategic Location? TAKE ADVANTAGE & GROW YOUR BUSINESS

Over the past decades, there have been dramatic changes in the distribution patterns of flowers. Large consumer markets like Europe, Japan and the US used to rely almost exclusively on domestic production. However, due to cost constraints, increasing demand for year-round product availability, improvements in transportation, and consumer demand for greater variety, more than 20% of flower production is now being exported from "developing markets", typically located in the Southern Hemisphere to the highly industrialised countries. The opportunities for flower exporters in Africa and Asia are huge, but there are significant logistical constraints that prevent them from taking full advantage of these market opportunities. Dubai's location and its historical trading ties, along with the increasing global connectivity available at Dubai International Airport, make it perfectly placed, to play the key role as the hub for perishables trade between Africa, Asia and the rest of the world.

Dubai by virtue of its strategic geographic location, comparative lower airfreight rates and short transit time

and proximity to emerging markets has the potential to play a successful role as a redistribution hub for flowers. The Dubai Flower Centre offers flower growers and traders a range of critical benefits.

