



## Floriculture

## The Netherlands in Kenya

*“The Netherlands, often referred to as Holland, has had one of the world’s most open economies for centuries. The Dutch engage in all forms of business all around the globe.”*

Kenya and the Netherlands have a strong business relationship in the floriculture sector. Many Dutch companies invest in this sector and by far most produce from this sector are imported in the Netherlands from Kenya. The Netherlands Embassy in Kenya facilitates these activities by providing the sector with information about regulations and the investment climate in both countries as well as connecting companies.

**Our vision |** To achieve a healthy business climate in which Dutch and Kenyan companies enter into mutually beneficial partnerships.

**Our approach |** We provide sustainable trade and investment support to Dutch companies that are exploring economic opportunities in Kenya. We are involved in government to government dialogue to improve the business climate and encourage Dutch investment in Kenya.

### A Fair Flower from Kenya

With Dutch funding the Kenya Flower Council launched a National Mechanism for Compliance. It is a result of public private dialogue, bringing together government regulatory institutions and the private sector throughout the whole value chain. Based on a National Standard - KS1758 Part I Flowers and Ornamentals, the mechanism unites the value chain actors under one compliance standard, which once adopted will ensure sustained Kenyan market access.

### Monitoring flower transport

FlowerWatch, a partner of the Dutch Embassy, monitors temperature and other relevant variables of the cold chain in transport. With this transparent service they enhance the trust relationship between growers, handlers and customers. Plus there is an increase in profit and sustainability.

### The Dutch presence united

The floriculture sector in Kenya is a very united sector. Royal FloraHolland helps the companies to be competitive on the international market, by providing them with market information. The Dutch Flower group offers a direct link to the global market, to enlarge market options and strategies for the flower growers.

**Dutch Import Values (€1 000 000)**



**Fact |** The Netherlands is the major flower hub of the world. At the famous flower auction in Aalsmeer, flowers imported to *the Netherlands* are *distributed all over the world*. Annually, the Netherlands imports nearly €300 million worth of floricultural products from Kenya.

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