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**Celebrating growth and resilience in the flower industry**

The upcoming International Floriculture Trade Exhibition is scheduled to take place in Nairobi between June 4 - 6 at the Visha Oshwal Center. The IFTEX promises to be a remarkable event showcasing the vibrant floral industry.



Leading the briefing is Dick van Raamsdonk, CEO of [HPP Exhibitions](#), the organizing company behind IFTEX. With a portfolio spanning major floral trade exhibitions worldwide, Raamsdonk expresses his delight at IFTEX's continued success despite the challenges posed after the Covid-19 pandemic. He highlights the event's significance as a platform for connecting flower growers with buyers, emphasizing Kenya's leading role as a major supplier in the global flower trade.

IFTEX stands out as a business-centric show facilitating face-to-face interactions between traders and growers, crucial for reinforcing Kenya's position in the international flower market. The event's appeal lies in its ability to showcase a diverse range of floral varieties, reflecting consumers' ever-changing preferences.

Over the years, IFTEX has witnessed significant growth, both in terms of exhibitors and exhibition space. Van Raamsdonk reveals an impressive 20 percent increase in exhibitors compared to the previous year, with a notable rise in the number of smaller growers participating, aligning with the exhibition's objective of inclusivity.

Anticipating a 12.5 percent increase in attendance compared to 2023, IFTEX continues to attract international buyers from over 75 countries, underscoring its global significance. Responding to changing travel preferences, the exhibition has adjusted its schedule to better accommodate attendees, reflecting its commitment to providing a seamless experience for all participants.

As IFTEX prepares for its 2024 edition, Van Raamsdonk expresses optimism for the event's success, echoing the resilience demonstrated by the industry in short & long term national and worldwide disruptions, of which the current weather conditions in Kenya is just one of them. With the theme of "full bloom," IFTEX 2024 promises to be a celebration of growth, innovation and the

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enduring spirit of the flower industry.

In conclusion, Can Raamsdonk extends a warm invitation to join the opening of IFTEX 2024 on Tuesday June 4 at the Oshwal Center, inviting attendees to witness firsthand the vibrancy and diversity of the global floral market.

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