

Royal Flora Holland- The Hub for Global Floriculture Trade

*Did you know its actually a
Cooperative?*



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Royal Flora Holland- The Hub for Global Floriculture Trade



With the slogan of 'Together with You', and located in Alsmeer, a picturesque town in The Netherlands just a short drive away from Amsterdam, Royal Flora Holland is the largest international floriculture marketplace for flowers and plants. It operates as a unique and time tested (now in existing for over a century) hybrid model of being both an association of growers and a business entity. Royal Flora Holland is a cooperative of growers with over 3,000

members..

Royal Flora Holland brings demand and supply together both digitally and physically at its location which is the biggest international floriculture marketplace in the world. It offers several different ways to do business, such as round the clock auctions (digital platform), auction presales, direct sales (day and forward selling) and direct bidding. It has also developed a robust logistics system which is customized, well coordinated and seamless.



Royal Flora Holland in Key Numbers

- Revenue from international supplies: Estimated US\$ 1 billion
- Auction revenue: US\$ 667 million
- Total estimated revenue (from flowers & plants) via Floriday (B2B digital platform): US\$ 2.4 billion
- Number of countries participating whose traders participate in Floriday: 50
- Total estimated revenue of Royal Flora: US\$ 5.5 billion



**Royal
Flora
Holland**

USPs of Royal Flora Holland

Simplified Deal Making (digital and physical)

Customized Logistics (provides logistics services to both growers &

Smart & Holistic Support System (100% payment guarantee, common purchasing terms, logistics solutions, advisory services)

Effective Risk Management and Efficient Exploitation of Opportunities

Sound Governance (two-tier Cooperative structure, with a Supervisory Board and a Works Council)



Truly An International Platform!

- The share of international revenue in total revenue in 2023 was almost 19%.
- Top 3 countries for cut flowers: Kenya US\$ 439 million; Ethiopia (US\$ 233 million) and Israel (US\$ 63 million)



**Royal
Flora
Holland**



Top Countries in Floriculture Export

Country	US\$ Billion (for The Netherlands, Columbia & Ecuador; million for remaining)
The Netherlands	4.5
Columbia	2
Ecuador	1
Kenya	626
Ethiopia	230
China	136
Italy	113
Canada	89
India	88
Malaysia	84
Vietnam	67
Germany	65
Thailand	62

Source: World Bank Data

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