Supplying the Chinese Flower Market – Challenges and Opportunities
Who Are the Lynch Group?

- Australia’s largest cut flower and ornamental plant company
- In the Australian cut flower market since 1914
- Growers, Wholesalers, Bouquet Makers, Retailers, Importers and Exporters
- Proudly allied with over 200 Australian local growers
- Serving 3000+ outlets every day in all states and territories of Australia
- **Imports** from Europe, Africa, India and Sri Lanka, The Middle East, China, SE Asia, NZ, South America.
- **Exports** of Australian Native Flora to North America, Europe, and China.
The Lynch Group In China

• 10 years WOFE commercial presence in Yunnan Province, China
• *Lynch Trading* – CIQ/GACC approved processing facility - Imports and Exports
• *Lynch Horticulture*
  • So far – 17Ha Roses + Asters, Hypericum, Lisianthus, Gerbera, Limonium, Gypsophila – Total 66 Ha
  • Bringing new technology, techniques and genetics into the Chinese market
  • Providing a home for international breeders and allied suppliers to launch into the Chinese market
The Chinese Flower Market - The Opportunities

- Good quality and unique product is highly prized in China
- The market is huge, sophisticated, and is growing year on year
- Huge potential growing base – 80,000 growers in Kunming alone
- Control, commitment and leveraging of your capabilities will ensure success
The Chinese Flower Market - The Challenges

- Finding and choosing the right partners
- Import conditions and logistics into China are improving but need attention
- Biosecurity and regulatory challenges
- Supply chain coolchain is improving but remains a real concern
The Chinese Flower Market - The Challenges

- Finding and choosing the right partners
- Import conditions and logistical routes into China are improving but need close attention by importers
- Biosecurity and regulatory challenges
- Supply chain coolchain is improving but remains a real concern
  - A call to action!

Colombia - Bogotá

Kenya - Nairobi
The Chinese Flower Market - The Challenges

- Developing coolchain hubs/capacity, as well as regulatory support, in airports and major cities is critical to improve flower quality, providing confidence for suppliers, and drive consumer demand.

- We understand China is developing added capacity under the ‘One Belt, One Road’ initiative, especially for F+V.

- We encourage these wise and far sighted projects, to quickly support flower growers in regional provinces, as well as florists and retailers all over China.