

## High satisfaction level reported from Australian wildflower exhibitors

***"It is imperative that we create increased demand for Australian grown wildflowers which will in turn stimulate production capacity in Australia."***  
***Imbi Chad, Exquisite Wildflowers NSW***

Japan has been the significant export market for Australian-grown wildflowers and foliage for the past 20 years. However, export sales to the Japanese market and financial return to growers have fallen considerably over the last decade. The objective of the Japanese Study Tour 08 was to build on the successes established during the Study Tour 07 with the aim of *optimizing the supply chain for Australian grown flowers and foliage in the Japanese market*. The market visit was timed to coincide with the International Flower Exposition (IFEX) Japan 2008.

The long days of preparation, research and organizing product to be shipped to Japan proved to be time well spent for the Australian wildflower exhibitors at IFEX2008. The increase in buyers/attendees to this year's event, together with the greatly improved exchange rate fueled the enthusiasm of participating growers as they networked with buyers and suppliers from the key Japanese markets.

The study tour activities included:

- Formal presentation of Australian wildflowers to key wholesalers and floral marketing agents at Setagaya auction house
- Site visit to Setagaya auction house in Tokyo to view the auction process in real time
- Site visits to florists and floral designers
- In-depth interviews with prospective clients
- Guided tour of Narita airport cargo distribution centre
- Exhibition and attendance at IFEX 2008

The Australian delegation toured Japanese auction houses and visited various flower businesses in Tokyo. From the 29<sup>th</sup> October to the 1<sup>st</sup> November, the Queensland delegation joined Wildflowers Australia and the Flower Association of Queensland Inc and exhibited at the Australian stand at IFEX. In-market assistance, including translation services and the tour program was provided by Ms Kazuko Nishikawa from Austrade, Japan. A brochure showcasing Australia's products and services was prepared by DPI&F and translated into Japanese for distribution during the visit.



Visitors attending the Australian Wildflower Stand at IFEX



Lodi Pameijer (Wildflowers Australia) & Denyse Corner (FAQI) with Ms Catherine Taylor, Trade Commissioner, Trade Queensland, Japan.



Internationally renowned Australian florists, Richard Go (back) and Gail Anderson (front) designed the IFEX Australian stand. Seen here with Kazuko Nishikawa (centre left) and Matthew Terpstra Austrade, Japan.



Meetings were organized with key flower businesses to assess the demand for high quality Australian-grown flowers and foliage





Ms Yumi Katsura is a well known bridal fashion designer in Japan. The rose and the colour blue are her passion and trademark and so often play a part in her distinct, individual and unique collections. Ms Katsura was followed closely by her entourage and stopped to chat with growers and admire the Australian wildflowers.



International exhibitors at IFEX08