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Floraholland Members Visit Turkey

Royal FloraHolland, the world’s biggest flower cooperative, aims to increase the sales of flowers and plants by reinforcing existing markets and developing new ones. For this reason, a group of Dutch flower growers, who are also members of Royal FloraHolland, visited Turkey for a study program.

StratejiCo. not only planned and implemented the program but also helped Royal FloraHolland members to analyze the Turkish market more in detail. During the program, participants were informed about Turkey’s current economic situation, flower sector, trends, and developments. Additionally, Royal FloraHolland members held meetings to discuss possible business opportunities with important market players. Royal FloraHolland also participated in Turkey's most important floriculture trade fair, Eurasia Plant Fair and organized a prominent networking event in Consulate General of the Netherlands.