



Bundesministerium für  
wirtschaftliche Zusammenarbeit  
und Entwicklung



Partners in  
Transformation  
Import Promotion Desk



Essen, 28–31 January 2025, Hall 1 | Booth 1D12

# IPD at IPM Essen 2025

Discover the diversity of the Cape Floral Kingdom!

IPD connects you with reliable suppliers from South Africa.



# Import Promotion Desk (IPD)



Partners in  
Transformation  
Import Promotion Desk

**Get to know new South African flower growers!  
Expand your supplier network!**

The Import Promotion Desk (IPD) connects buyers with South African cut flower growers who offer the impressive diversity of the fynbos flora. This flora, which includes Proteas, Leucodendrons, Leucospermums and Brunias, is unique to the south-west of the country. In particular, the King Protea, South Africa's national flower, reflects the importance of the fynbos biome and adorns the country's coat of arms in a stylised form.

For the first time, IPD is presenting the South African range at the International Plant Fair (IPM) in Essen – in cooperation with the industry association "Cape Flora South Africa". The small and medium-sized flower farms specialise in the cultivation, wild collection and breeding of fynbos.

The sustainable approach of the flower farms and the strict regulation of wild collection help to preserve the diversity of species and biodiversity in South Africa. While cultivated cut flowers last longer thanks to targeted care and irrigation, wild collection complements the range with varieties that are difficult to grow, such as Silver Brunia.

All companies that we introduce have been pre-screened by us and our partner Cape Flora. The promising companies are able to reliably serve the seasonal demand in the EU market.

In our selection process, we pay attention not only to product quality, exportability and compliance with international standards and certifications, but also to the efficiency of logistics.

**Our contact brokering is neutral and free of charge!**

On the following pages you can find detailed information about the South African producers. We establish direct contact to these new suppliers or organise b2b meetings online.



## Get in touch with us!



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IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business.

IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ) and part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised.

More information about IPD and our individual services at  
[www.importpromotiondesk.de](http://www.importpromotiondesk.de)

## IPD partner

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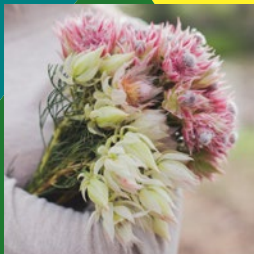
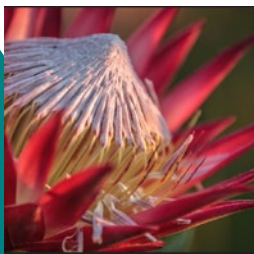


## IPD partner Cape Flora South Africa

Cape Flora SA is a non-profit organisation that represents the South African cut-flower growers and exporters, who bring the majestic Cape Flora feast into homes and businesses around the world. As an industry organisation, Cape Flora SA is pivotal in advancing the cut-flower value chain through its focus on Technical Research, Inclusive Economic Development, Consumer Education and Information Dissemination. At its core, Cape Flora SA is nurturing growth.

The Western Cape province, at the tip of Africa, is home to the Cape Floral Kingdom. What is truly remarkable is that its land area represents less than 0,5% of the African continent and contains 20% of the continent's flora. The density, endemism, and diversity of an estimated 9,000 plant species have made this region one of the world's 35 biodiversity hotspots. Cape Flora SA is at the heart of creating a sustainable cut-flower industry that honours this unique natural inheritance.

Furthermore, Cape Flora SA creates employment opportunities within the industry for thousands of people, many from rural areas. This ensures income in communities that need the support. Many of these men and women grew up in the Cape Floral region and have flourished alongside these unique plants, making it a beautiful synergistic relationship.





South Africa

**Address**

Cape Flora SA  
258 Main Street  
Paarl  
South Africa  
[www.capeflorasa.co.za](http://www.capeflorasa.co.za)

**Contact**

Ms. Karien Bezuidenhout  
Phone: + 27 21 870 2900  
[manager@capeflorasa.co.za](mailto:manager@capeflorasa.co.za)

About 20% of Cape Flora SA's members are involved in picking indigenous flowers from the veld and Cape Flora SA's role is to ensure that harvesting is done in a sustainable manner and that care is taken to ensure the long-term survival of these businesses.

The remaining 80% of Cape Flora SA members are involved in cultivating these flowers and Cape Flora SA strives to create an enabling environment for them.

These cultivated flowers are farmed as any other agricultural commodity, such as fruit or vegetables.

Therefore, attention must be given to every step of the production process, from planting to harvesting and processing the flowers.

**CFSA serves food for the soul  
to the world, one stem at a time.**





# 34 Degrees South



South Africa



34 Degrees South, nestled at the foothills of the magnificent Outeniqua mountains takes pride in offering an extraordinary collection of fynbos flowers that showcase their rich South African heritage.

With over 80 years of fynbos expertise, their unwavering commitment to beauty and quality fuels the high demand for their sought-after flowers.

Offering an impressive selection of 6 protea varieties and 25 exotic fynbos varieties, they're your ultimate source for exquisite blooms.



34 Degrees South, is a socially responsible company at the forefront of the cape flora industry. Their customer-centric focus drives their competitive edge and passion for delivering superior products. They represent a company that is efficient, profitable, pioneering and sustainable..

## Products, varieties & quantities per week

- King Proteas / 7 varieties / 10 ha / 10,000 stems
- Exotic Fynbos / 25 varieties / 2,400 ha / 50,000 stems

## Certifications

- SIZA

## Growing region & altitude

- Western Cape, South Africa, 750 m.a.s.l.



## Address

34 Degrees South  
Uitzicht mountain estate  
George  
Western Cape  
South Africa  
[www.34degreessouth.co.za](http://www.34degreessouth.co.za)

## Contact

Mr. Fergus Ontong  
Sales Director  
Phone: + 278 392 626 66  
[fontong@gmail.com](mailto:fontong@gmail.com)

## IPD contact

For more information please contact:



# Concordia Flower Exporters



South Africa



Concordia Flowers is a 1,100-hectare eco-friendly farm (95% solar powered) located in the Fynbos heartland of the Western Cape, South Africa. The farm comprises 17 hectares of cultivated Proteas and Leucospermum and 900 hectares of natural Fynbos.

The team of 20, 80% of whom are women, harvest, sort, grade, bouquet and pack all on site. Fynbos thrives in a unique coastal and mountainous environment, renowned for its biodiversity and part of the Cape Floral Kingdom. The flowers and foliage come in a variety of colours and shapes, adapt to seasonal changes and require fire to complete their life cycle.



Concordia Flower Exporters aims to expand globally by supplying high quality fresh fynbos, proteas and bouquets to international markets.

## Products, varieties & quantities per week

- Cultivated proteas / 5 varieties / 1,500 stems
- Fynbos / Greens / 15 varieties / 150 boxes
- Bouquets Protea/ 13 options
- Bouquets Fynbos/ 18 options / 3,000 stems

## Certifications

- SIZA
- LWO - IZA

## Growing region & altitude

- Baardskeerdersbos, 10 - 180 m.a.s.l.



## Address

Concordia Flower Exporters cc  
Farm Concordia  
Baardskeerdersbos  
South Africa

## Contact

Koos De Wet  
Director / Owner  
Phone: + 27 82 577 7216  
[koosconcordia@gmail.com](mailto:koosconcordia@gmail.com)

## IPD contact

For more information please contact:



# The Flowershed



South Africa



Established in 1999, The Flowershed is a family-owned flower farm in South Africa, specializing in indigenous flowers. The farm takes pride in growing unique and challenging varieties. With a dedicated team of 60 permanent employees, 70% of whom are women, The Flowershed is committed to fostering a diverse and inclusive workplace.

Focused on sustainable and ethical practices, the farm is a preferred supplier to high-end local retailers across the country. In addition to growing exceptional flowers, The Flowershed excels in creating exquisite wholesale bouquets, adhering to the highest standards of quality and creativity, using both cultivated and field-grown varieties.



## Products, varieties & quantities per week

- Blushing Brides / 5 ha / 100,000 stems
- Pincushions (Leucospermum) / 8 ha / 140,000 stems
- King proteas / 5 ha / 5,000 stems

## Certifications

- GLOBALG.A.P.
- SIZA
- Farming for the Future

## Growing region & altitude

- Western Cape, 500 m.a.s.l.



## Address

The Flowershed  
Jansekrual  
Farm Paleisheuvel road  
Citrusdal  
South Africa

## Contact

Mr. Ben Grib  
General Manager  
Phone: +272 212 505 71  
[ben@gribholm.co.za](mailto:ben@gribholm.co.za)

## IPD contact

For more information please contact:

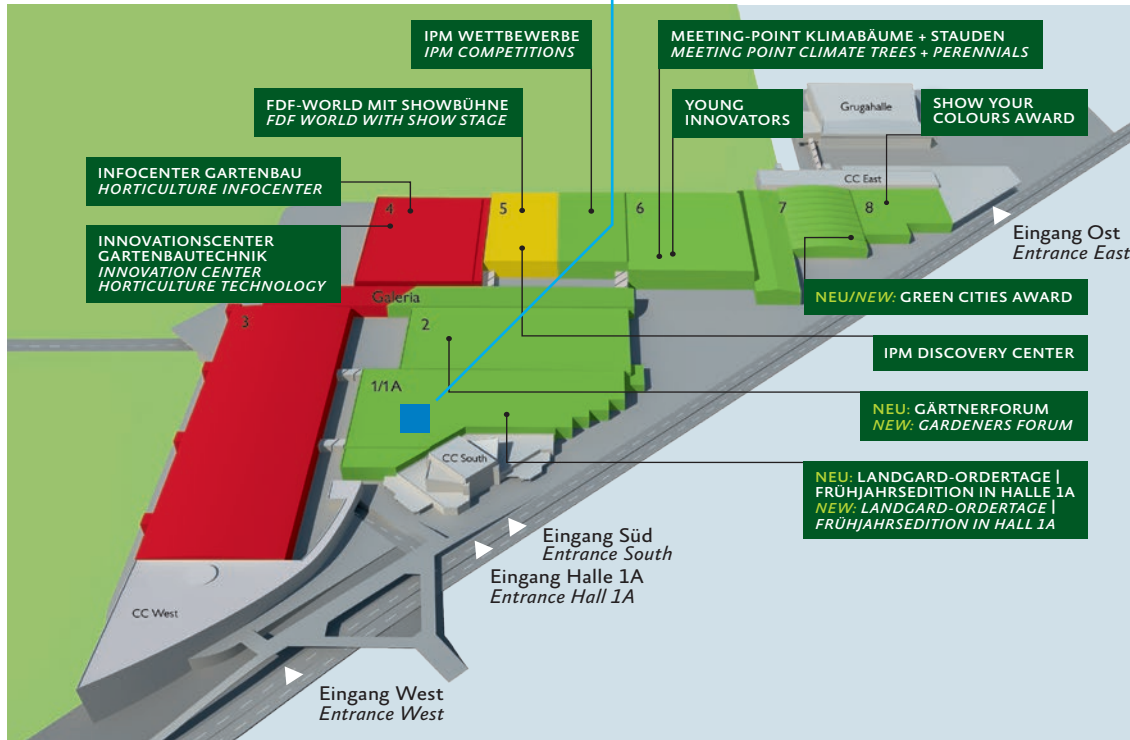


# Floorplan



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## Hall 1, Booth 1D12



### Opening times

Tuesday - Thursday:

9:00 a.m. - 6:00 p.m.

Friday: 9:00 a.m. - 5:00 p.m.

### IPM Essen 2025

Messe Essen GmbH

Messeplatz 1

45001 Essen

Germany

[www.ipm-essen.de](http://www.ipm-essen.de)





**Partners in  
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**Do you want to benefit  
from our matchmaking  
service?**

We will inform you regularly about our  
current events in the cut flower sector!

**Then register here!**

### **Import Promotion Desk (IPD)**

**Project Office Bonn**

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