



P2-ABZ-509

A private sector Agro-Enterprises advice and assistance service
to stimulate the successful development of agro-products, enterprises
and export markets in Sri Lanka.

AgENT/FLORICULTURE PRODUCE EXPORTERS ASSOCIATION

2 September 1993

"MARKETING SEMINAR"

Listing of Various German and Dutch Importers
and Cultivators of Cut Flowers, Cut Foliage, Imported Cuttings,
Young and Semi-Finished Plants and Importing/Sales Co-operatives

J. Germany: Selected Names and Addresses

1. Importers of cut flowers and cut foliage

Agrexco A wholly-owned distribution operation of exporters from Israel. At present they are uninterested in Sri Lanka cut foliage but are a good source of market information and client contacts.

Fasanenweg
D-65451 Kelsterbach

Blumex van der Velden GmbH Mr. Peter Sessler is the director. This is a Dutch operation importing mainly from the Netherlands, but they would look at Sri Lanka offerings. Their home office is Blumex-Holland, Aalsmeer, Tel (02977) 22222

Fasanenweg 1
D- 65451 Kelsterbach
Tel (06107) 2058
Fax (06107) 5466

Bont GmbH
Unknown address--company formed from the old APIECO
Kelsterbach, Germany

Everflora Blumenvertrieb GmbH Mr. Rolf Bergman, Director. Importers of cut flowers and cut greens from Colombia, Ecuador, Costa Rica. They supplement their somewhat limited range of products with purchases from other importers such as Florimex. They are located west of the Frankfurt airport. They are a very good source of information and contacts.

Frankfurterstrasse 85-87
D-65479 Raunheim
Tel: (06142) 42061
Fax: (06142) 44618

Floratex GmbH Owned by a German family group that have large farms in Costa Rica, Peru, Ecuador and Colombia. They import cut foliage from Panama (leatherleaf fern), Costa Rica, Seattle, Vancouver, Florida, and other countries as well as Sri Lanka (Grenet is a very solid supplier and friend). Mr. Alexander Ullrich is the buyer aided by Mr. Barney Specka.

Flughafen-Gebaude 458
D-60549 Frankfurt/Main 75
Tel: (069) 690 45111

Florimex Verwaltungs-GmbH

Mr. Hartmut Fischer, Purchasing Manager; Mr. Axel Gunther, Transport Manager; Mr Thomas Sonnabend, Sales Manager, Thomas Siegfried, Sales plus 12 other telemarketing staff. Florimex company has world wide sales exceeding 520,000,000 DM, and sales in Germany (offices in Kelsterbach, Duseldorf, Berlin and Munich) of over 6,500,000 DM. Only 2% of all the foliage they handle is tropical (they consider leatherleaf fern as sub-tropical); however, this would represent DM 130,000 potential per year for Sri Lanka from this office and perhaps over half million deutchmarks per year from all Florimex offices in Germany for cut foliage alone. Florimex is a very competent and good trader with a reputation for consistent, good quality. They in essence make market price in most fresh cut floriculture items in Europe for all big purchasors.

They like to import from suppliers that can do at least 500 kg per week in summer and 1,000 to 1,500 per week in winters-- cut foliage only. They do not handle plants. They have long term contracts (investments) in Kenya but import from almost every country including Sri Lanka. Sri Lankan sources include: Asian Cuttings (Swedish) and AgroTropic (Swiss). Individual salesmen book from US\$1.5 to US\$4.0 million of business each, at Florimex each year. Those Sri Lankan firms exporting to them should take care to educate the salesmen individually.

- . They think that Sri Lanka exporters should provide:
- 1) frequent personal contact
 - 2) information on the industry in Sri Lanka, and on the individual farm--video format or photographs
 - 3) a working relationship including 10-12 sample boxes for them to send to key wholesalers and for their salesmen to familiarize themself with. From this they will define items of interest.
 - 4) 3 month plus trial which will test not only the product but the communications with the grower but his williness to change his product mix and do what the market needs. Regarding packaging they need good box identification, logo and graphics to help their staff in the warehouse, use of a client identification number (to avoid industrial espionage).

Am Grunen Weg 5
D- 65451 Kelsterbach
Tel: (06107) 40 90 + 40 99
Tel (06107) 703258/9 Sales Dept
Fax: (06107) 40 70

Giovanni Semeria This is a small but important company. Mr. Semeria is president of the German floriculture wholesalers' association, BGI. He has five wholesale operations in Germany. They import cut foliage directly, but only about 15 shipments per year. Nonetheless, an excellent source of contacts and information on the market.

Langenbeckstrasse 15
D-58077 Hagen
Tel: (02331) 82044

Inflor
Unknown address
Köln, Germany

LEA-Flor GmbH This company is also in Denmark. They specialize in the import of Spanish carnations (spray and standard), and close operations in the summer in Germany.
Langer Kornweg 38
D-65451 Kelsterbach
Tel: (06107) 5017

Multiflor Blumen-Import GmbH The boss is Mr. Klaus Lichtenberg. The buyer is Mrs. Renate Geyer. Established in 1982, they have recently reorganized and are management owned. They only have this one office in Frankfurt, but they sell all over Germany. They have a reputation for good quality, and new and unusual items. They currently import from many countries including Sri Lanka (Agro-Tropic). They would be interested in new items. (Ophiopogon). They would like to have all the foliages in the sample boxes labeled.

Am Aspenhaag 7-9
D-65451 Kelsterbach
Tel (06107) 71900
Fax (06107) 5877

Rosenthal und Weitz Mr. Weitz has worked with the German development agency in Mexico, and enjoys importing exotic flowers and foliage from Jamaica, Kenya and New Zealand, but this is a small (basically one-man) operation.

Nasshecker Strasse 1
D-5401 Dieblich-Mariaroth
Tel: (02607) 4353

S.B.I. GmbH Mr. Bruckner is the main buyer. Mr. Andreotti is his partner. They have a solid company in business for 15 years, and import from South Africa, Colombia, and other countries and supplement with purchases from Florimex and Straelener Blumenhandel. They would be interested in visits from substantial Sri Lanka exporters in late September or October when Mr. Bruckner returns from vacation. They are just south of Frankfurt, east of the airport.

Hugenottenallee 170
D-63263 Neu Isenburg
Tel (06102) 4134
Fax (06102) 27095

Straelener Blumenhandel After Florimex, this is the second most important importer of cut flowers and cut greens, with turnover of DM 100,000,000 per year. Located at newly expanded facilities at the Straelener auction, they have 120 acres in leatherleaf fern and 30 acres of orchids in Costa Rica, and a share in a distribution company in Miami. Mr. Gerd Klumpen, and his son Andreas are both active in the business, and it is the father who mainly handles purchasing and foreign contacts. They used to import orchids from Sri Lanka but gave up due to uneven quality, and now import 5-6 tons of orchids per week from Thailand. Currently they import cut foliage from Sri Lanka (AC) and are satisfied with the relationship. They expect any future growth in cut foliage to come from an affiliated grower in Costa Rica. The major reason is their ability to get special cargo freight rates from such charter airlines as LTU and CargoLux from Costa Rica, and the fact that they need not pay duty on the Costa Rican product.

Karl-Arnold-Strasse
Postfach 1323
D-4172 Straelen
Tel: (02834) 6041-47
Fax (02834) 601416

Tempelhof--Uniflora Mr. Gerd Roseler and Mr. Andreas Gustman are the key buyers. They sell to whoesalers and on both of the major German auctions. They have 70 employees. They own a leatherleaf farm in Pierson, Florida and have investments in Spain. They import from Guatemala, Costa Rica, Indonesia and around the world. They purchase from Sri Lanka: Butterfly Leaf from "Agro Tropic", and from "Green Plant" They would be

interested in other products and other suppliers from Sri Lanka and would want trial shipments. Their main market area is Berlin, Hamberg and Mainz, where they sell on the auctions.

Berkmanring 11
D-22119 Hamburg
Tel (040) 6550011
Fax (040) 6516206

Tropical Flowers
Unidentified address
Dusseldorf

2. Importers and cultivators of imported cuttings, and young and semi-finished plants.

Dehner & Co. Owners of a chain of super garden centers, this is a very important company with more than 100 outlets, very well-organized. They import directly, pot plants, cut flowers and greens. Their sales exceed DM 600,000,000/ year
Postfach 1160
D-8852 Rain/Lech
Tel: (09002) 770

Dotterer, Martin Mr. Eber Dotterer, and Mr. Albich run a small but diversified operation. They import from most everywhere: Guatemala, Thailand (orchids), Malaysia (palms) Honduras. They are quite pleased with recent shipments of Livinstona and Dracaena from SO in Sri Lanka, and want "another 1,000 to 2,000 Livingstonia as good as the ones in last shipment."
1m Blaisle 1
D-71691, Freiberge
Tel: 07141-72777, 07141-75570
FAX 07141-76171

Gunter Gregg Brother of Marcus Gregg in Nordkirchen. They import from Sri Lanka (DF) and are pleased.
Merklinder Str 150
D-460 Castrop-Rauxel

Hildebrandt und Grein This is a good grower-trader
Am Haferweg 1
D-3200 Hildesheim-Neuhof
Tel: (0511) 44088 ?

Hydrokultur Gregg GmbH Mr. Marcus Gregg is buyer. Demands
very best quality. Mr. Gossheger is his second in command.
This is one of several companies under the Hugreno holding
company which includes his brother's company, Gunther Gregg.
They import from Sri Lanka (DF)

Berger 7
D-59394 Nordkirchen 1
Tel (02596) 570
Fax (02596) 3623
Tel: (02596) 570

Lehner-Gartenbau
Muhlweg 50
D-8500 Nurnberg
Tel: (0911) 32684

Leni Hydrokultur This group imports mainly from the Netherlands
and from Belgium. Mrs. Esther Bockenuhl does the buying.
Gebr. Lenz GmbH & Co. KG
Postfach 1352
51961 Berneustadt
Tel (02261) 40990
Fax (02261) 409980

Luwasa Hydroculture These are among the ten most important
hydroponic growers, though relatively small as importers.
Mr. Claus Rittberg is the Director.
Lewasa Deutschland
Hitdorfer Strasse 10
4028 Langenfeld
Tel (02173) 49093
Fax (02173) 15658 (15058?)

Marion & Co They were out of business in early 1993, but now are back, reorganized under Chapter 11 type laws. Watch him carefully warn his competitors.

Gartenbauhandels-gesellschaft
Von-Lettow-Vorbech-Strasse
D-6630 Saarlouis
Tel: (06831) 1426

Mohr Hydroculturen Pflanzenvertrieb GmbH & Co. Small, very nice.

Pappelallee 39
D-8000 Munchen 50
Tel: (089) 150 1555

Otto Rogmans-Kevelaer * 1.2 hectares of greenhouse with a wide range of large and small plants. Very busy. They import mostly from brokers in Holland (Shemex and Las Palmas) but also import directly from Costa Rica, St. Lucia and Ivory Coast. They are friends with J. W. Zegers (Dutch Foliage Farms), CTC and Supreme Orchid. They probably can't take many more importers at this time (1993), but are worth cultivating for their long-term potential and large size. Mr. Otto Rogmans is the owner and very welcoming.

Blumenheide 15
D-4178 Kevelaer 4
Tel: (02832) 4346
Fax (02832) 3729

Roozen * Very large grower-traders who import plants from all over the world as well as 300 containers per year of non-plant items to be sold in chain stores. They have their own joint-venture farm in Costa Rica, from which they import all of their palms and cactus, and another three farms in France totalling 15 hectares. They have tried imports from Sri Lanka without much success and now are involved with a partner from Alsace doing in Madagascar (euphorbias) what they tried to do originally in Sri Lanka.

Mr. Leonard Roozen is a noted horticultural expert, as well as a top businessman (originally from the Netherlands.) His right-hand man, Mr. Joop Husner, is also Dutch. Sales are estimated at DM 60,000,000 per year. They are located near Cologne. They would entertain the idea of importing direct

from one or more very large Sri Lankan producers, but do not want to work with small growers. They would handle plants and non-floriculture items that could be sold by the ten-containerload minimum to garden stores and chain mass merchandisers. Very quality conscious, hard to deal with, and very strong financially, they would be worth a long-term program for a very large good grower.

Berrenrather Str. 124
D-50354 Hurth-Stotzheim
Tel: (02233) 69040
Fax: (02233) 34602

Rotter Hydrokulturen Second largest plant grower and distributor in Germany. Mr. Andreas Ruhl is the manager. They are well organized and import from many countries. Their Sri Lanka source is Mr. Supersinger, who "is more than a supplier" A brand new facility in the outskirts of elegant Wiesbaden is a showcase of modern greenhouse architecture.

Krenzbergerring 7
6200 Wiesbaden-Erbenheim
Tel (61225) 1081
FAX (61225) 2668

Hermann Tebarts Buys from the Ivory Coast and Central America. His wife runs a shop Africa Kunst & Kulture that reveals their great interest in Africa. Not an opportunity for Sri Lanka.

Wissenscher Weg 21
D-47623 Kevelaer
Tel (02832) 6047
Fax (02832) 70731

Gebr. Theuerkauf Buys mostly finished plants from the auctions and import from Belgium. Mr. Theuerkauf, his two brothers and his sons are involved in the business.

Postfach 2811
D-4150 Krefeld-Uerdingen
Tel: (02151) 503031 or 505090

Schonemann & Weiss
Auf der Schwand 24
D-8510 Furth
Tel: (0911) 731 590

Witte GmbH

This is a third generation grower. Mr. Heinz Witte is well known and regarded both in Germany and the US. He has a 1.5 hectare double-poly house with a wide range of trees and potted foliage plants, and extraordinary specimen material. He imports directly from the Netherlands and Italy, and from Israel, Central America and Florida, and Sri Lanka where he has a good relationship with "Tropical Foliage". He also buys from agents and from Rotter. He is a friend of H. Englemann, who is from Krefeld. He would be interested in rooted cuttings ready for hydroponic growing from Sri Lanka, particularly Dracaena, Aglonemas, Ficus, Ixoras and some amount of Asplenium.

Busenpfad 100
D-47802 Krefeld
Tel (02151) 560865
Fax (02151) 561666

R.U.H. Ziegeltrum

This is a big trader that owns garden centers. They have been in business over 50 years, are big, and located South, near Munich. Mr. Roland Ziegeltrum is the buyer. In general he imports finished plants from Holland and has imported directly from Florida.

Baldhammerstrasse 15
D-85588 Vaterstetten
Tel: (08106) 31011

3. Importing/producing sales co-operatives (auctions)

Erzeugergenossenschaft Niederrhein Ng

A grower-owned flower and plant auction
Scheppersweg 41-61
D-4230 Wesel
Tel (0281) 8140

Niederrheinische Blumenvermarktung e.G. (NBV)

Active from 7:30 to noon Monday through Friday, and also Saturday mornings, this is Germany's second largest flower and plant auction. Mr. Von den Acker is in charge of imports from Holland, and Mr. Alkamada is in charge of imports from other countries. Both can be of help and are interested in consistent, long-term suppliers from Sri Lanka, who have the volume to ship twice a week with minimum 10 boxes per item (i.e. containerloads).

Hammer Landstrasse 103
D-41460 Neuss
Tel: (02131) 1870
Fax: (02131) 187261

UGA Niederrhein GmbH Currently doubling in size to become in the autumn of 1993, the largest cut flower and plant auction in Germany. Very aggressive though it is not far from the Neuss auction, and one 10 km over the border in Holland that deals in mainly in vegetables but also plants. Imported material can be flown in directly to the Dusseldorf airport. They are glad to handle product from foreign countries including Sri Lanka, providing it arrives year-around, twice a week with the normal minimum quantities and auction acceptable quality.

Hans-Tenhaeff-Strasse 44
D-4172 Straelen
Tel: (02834) 7010

Vorland Deutscher Gartenzenter The plant auction in northern Germany
Riedhorst 19
D-3000 Hannover 51
Tel (0511) 647410

Suppliers and agents in Germany

Selecta Klemm Specialize in hybridizing carnations and roses. They export propagating material throughout Europe and to the developing countries. Good sources of lists and information on growers in Germany.

Hanfacker 8
D-7000 Stuttgart
Tel: (0711) 531007 (?)

Yoder Plant Trading GmbH Propagators and sellers of starter floral material to growers throughout the world. They produce their own chrysanthemums and other flowers and do not deal in tropical foliage or foliage plants. Nonetheless they represent good sources of information on growers in Germany and the rest of Europe.

Kl. Munsterstrasse 1-3
D-59348 Ludinghausen
Tel: (02591) 5644

I. Dutch Growers/Importers

1. Importers (cut flowers and cut foliage)

Adomex International The biggest cut fresh greens importer in Holland importing 300 containers per year from all over the world. The major product Mrs. Rina Del Horst is the buyer. Mr. Andre Ulaman is the president (only in on Tuesdays and Wednesdays). Mainly they source from Costa Rica, Guatemala, Florida, Sesattle, Vancouver, Italy, South Africa, France. They are quite interested in being contacted by large Sri Lankan suppliers.

PO Box 1032
1187 MA Amstelveen
Tel (02064) 58923
Fax (02977) 22403

J. Baardse 7 Zonen's (subsidiary of Florimex Import BV, Molenweg 247, 2436 BV Aalsmeerderbrug) Imports two containers per week from Florida of leatherleaf fern. They bring all types of cut foliage from all countries including Sri Lanka, but this is small. Asian Cuttings ships two boxes per week, not the right varieties. Wants leather leaf, salal. Prefers not to try any others from Sri Lanka.

Mr. Gert Blaauboer (31) 2977 25555
Zwartewag 149
P.O. Box 2007
1430 BA Aalsmeer
Tel: (02977) 20 551

Bloemenexport/Import BV Subsidiary of GELCO. Not interested in Sri Lanka cut foliage. Import only from Colombia.

W. Tuning
P.O. Box 1041
1430 BA Aalsmeer
Tel: (02977) 24 575

E Team Importers for such large VBA auction members as:
1) Barendsen, 2) Movrie B.V., 3) Schrama Bloemenexport B.V.,
4) Hiljo B.V., 5) M. J. Weerman B.V., 6) Henk Balthus B.V.
7) Sunburst Farms, 8) De Goejer International
Buyer is Coen Gelein. Currently imports from Sri Lanka (GF).
Turnover is 300,000,000 guilders/year. He prefers to deal in very large quantities, usually seatainers. This is a new group concentrating mainly in cut flowers, but will be a very

large potential for a big Sri Lankan exporter in the future.
P.O. Box 1450
1430 BL Aalsmeer
Tel (02977) 24276
Fax (02977) 29721

Holland Plant International BV Currently does not import, but exports plants to France
P.O. Box 77
1430 AB Aalsmeer
Tel: (02261) 1573

Klaas van Zijverden BV Currently imports flowers from Africa (Zimbabwe). Contact Mr. Aad Heenskerk
Import/Service Department
Turfstekerstraat 35-37
1431 CD Aalsmeer
Tel: (02977) 22 752

Kurt Schrama BV Imports roses from Ecuador. Currently buys tropical foliage from E Team in Aalsmeer
P.O. Box 1128
14330 BA Aalsmeer
Tel: (02977) 28 979

Kwekerij de Amstel * An important importer from Florida and Guatemala. Specialize in ficus. Mr. Huab v. Diemen is the buyer. He is not interested in importing from Sri Lanka at present because of the pytosanitary risks.
Hoofdweg 29
1424 PC De Kwakel
Tel: (02977) 433130
Fax: (02977) 44226

Te-We B.V. * AHMC SOp Mr. Jack Wagemakers has visited Sri Lanka, and didn't like either quality or price of plants. He imports US\$1,000,000 foliage from Costa Rica. Exports finished material. Openhouse Aug 18-20, 1992.
Koningshoeven 81
NL-5018 AA Tilburg
Tel (013) 321351 Home: (31) 12 431037
Fax: (013) 321354

Ter Haar van Dal Importers of mixed boxes of foliage from Surinam. Recommended by Zurel. Mr. Ter Haar is very

interested in Sri Lankan cut foliage growers and would like to be contacted.

P.B. 1043
1430 BA Aalsmeer
Tel (02977) 35501

Van Staaveren Bloemenexport BV

Mr. Arie Schoordijk. This large bouquet operation exports to mainly France and Switzerland. Currently they buy tropical foliage mainly from the VBA clock auction. They use large quantities of leatherleaf fern and tree fern from Florida and Central America.

P.O. Box 265
1430 AG Aalsmeer
Tel: (02977) 24638

S. Zurel & Co. BV Sales of 500,000,000 gulden per year make it the largest company at the VBA auction. Import foliage but buy most off of the VBA clock auction. Mr. Dolf Brandel, Import Manager, tried Sri Lanka two years ago, but found it too expensive. Would probably buy only in December when the need is at its peak and by the container.

P.O. Box 1175
1430 BD Aalsmeer
Tel: (02977) 333333

2. Growers of Yucca/Draceana/Cordyline/Codiaeum

Deco Plant Imports some, but mainly exports. Mr. John Blom, the buyer, specializes in Kentia Forsteriana palms. Very interested in palms of top quality from Sri Lanka. Particularly the Licuala and 40 cm. Rhondofolia in SO brochure

Hornweg 293
1432 GL Aalsmeer
Tel (02977) 25663
Fax (02977) 43838

Handelskwekerij Frank Buis B.V.

Specialize in young plants of Codiaeum variegatum (Croton) Cordyline and Syngonium. No longer will buy direct from Sri Lanka because of bad experiences, but they continue buying from importing companies that handle Sri Lanka.

Noordammerweg 47
14224 NW De Kwakel
Tel (02975) 65972

M. van der Helm He is a grower. They import aglaonema, yucca, from Sri Lanka, Costa Rica, Guatemala, and Spain
Chrysantenweg 12
2661 LL Bleiswijk (near Rotterdam)
Tel (01892) 17092
Fax (01892)17858

M. v.d. Voort He is a grower. He imports yucca cane from Guatemala and Honduras. He is not currently interested in Sri Lanka
Oosterlandweg 31c
3641 PV Mijdrecht
Tel (02976) 307
Fax (02976) 679

T.v.d. Lugt He is grower. He does not import directly but buys from A. van Den Akker (see below). Not interested in Sri Lanka at present
St. Aechtenland 1
3155 RL Maasland
Tel (01745) 14958

De Rust Is Elders B.V. The owner is Mr. H. Oosterom and his five sons. Their turnover is US\$7,000,000 per year. They handle 25% of world's trade in yucca cane and are the largest single exporter to the rest of Europe. Manager/Buyer is Mr. Thie-Arend Brouwer. They import and grow on yucca, and areca from Guatemala, Costa Rica and Honduras. Very interested in Sri Lanka to provide a third major product (something quite different) for their line. Currently they are trialing phoenix roebelini, and tree fern from Tasmania. They work with growers on a yearly contract with set price. They must acclimatize the yucca 10 months in Holland before selling it and therefore are very keenly quality conscious.
Henegouwerweg 102a
2841 PZ Waddinxveen
Tel (01828) 13411
Fax (01828) 11648

C. Persoon Grower of yucca. Imports. Interested in Sri Lanka.
Middelbroekweg 40
2675 KB Honselersdijk
Tel (01740) 28297
Fax (01740) 29899

Th. van Ruyven Mr. van Ruyven imports from DF (Sri Lanka)
Groeneveldseweg 9
2636 Aln Schipluiden
Tel (01738) 8441

J. v. d. Valk He is a grower that currently does not import.
Currently not interested in Sri Lanka
Ewoudslaan 5
2675 KT Honselersdijk
Tel (01740) 27563

3. Growers of palms

G. J. van Veen
Oostkanaalweg 5b
2445 BA Aarlanderveen
Tel (01720) 93024

4. Growers of ficus

Ansdel Specialize in ficus. Manager is Mr. Huub Van Deaman.
They import two containers per week from Guatemala, Honduras
and Florida. They are not too interested in Sri Lanka at
present.

Neauweaansjaagpad 115
2441 GC Nieuwin
Tel (02977) 43130
Fax (02977) 44226

L. Bastiaanse Grower of ficus. Does not import at
present. Not interested in Sri Lanka
Oude Liesboslaan 140
4839 AD Breda
Tel (076) 211222

Gregory Nursery They are growers that import ficus from Miami,
(large specimen plants), Orlando and Dominican Republic. The
buyer is Mr. Frank Meeuwisse. Would like to know more about
Sri Lanka.

Verlengde Vaart zz 10
7887 EM Erica
Tel (05914) 2433
Fax (05914) 2875

E. Persoon Grower of ficus. Does not import at present. Not interested in Sri Lanka.

Zethlaan 42
2675 LB Honselersdijk
Tel (01740) 29688

A. Strijbis Grower of ficus. Does not import at present. Not interested in Sri Lanka.

Hooflaan 16
2678 KM De Lier
Tel (01745) 12843

5. Importers of cuttings, canes and semi-finished plants

Alveraplant B.V. Tropical plant specialists. Related to Jongplants N.V. of Belgium. Mr. Jaap Verwoert, Director, imports 20,000,000 DFL per year. Partner, Mr. Antoine Peeters, Director of Jongplants in Belgium, has a brother who is largest interiorscaper in Europe. Currently importing from all over, including Sri Lanka, SO and Cobarmils (associated with Danish firm Exeltica International). Mr. Jaap Verwoert, would be willing to help lower Sri Lanka duty. His partner's sister was instrumental in getting the 12% duty taken off of imports into the EEC from Costa Rica, Guatemala and Honduras.

Den Adelszwet 8
1435 NN Rijsenhout
Aalsmeer
Tel: 02977-27431
Fax: 02977-43362

A. van Den Akker Hoek Van Holland BV They are big importers of yucca cane

Dick van den Burgweg 37
3151 XM Hoek van Holland
Tel: (01747) 83600

Cees Reemst International BV (Hydro Plant Nederland BV)

Mr. Jim Lee buys mainly from their own production facilities in Costa Rica, and the rest from Florida. They specialize in *Dracaena Marginata*, but carry the whole array of products. Would deal with a very large and professional grower/exporter from Sri Lanka. Their accounts are receivables are insured through netherland Credit Mascopai (NCM), and they are very

sound financially. They need consistent top quality and fairly large quantities from any potential supplier.

Aalsmeerderweg 330A
P. O. Box 59
NL-1430 AB Aalsmeer
Tel: (02977) 26021
Fax (02977) 42899

Campo International Contract most of their product from Costa Rica, but are the exclusive importers for CTC in Sri Lanka for Netherlands, Germany and France. Albert Campo is president. His older son, Jan Campo is buyer. They are keenly interested in Sri Lanka. They need several new products and would work on contract exclusive with grower(s) on each. They supply 90% of canes (in oasis) of the hydroculture grown plants in Europe. Germany is the main consumer.

Lange Broekweg 5
2871 DR Naaldwijk
Tel (01740) 22611
Fax (01740) 22903

Cor Geleijn Imports exclusively from GF in Sri Lanka. Carries a range of tropical plants, under names C.Geleijn Zn.B.V., and Gebr. Geleijn Export B.V. Not interested in taking on any other Sri Lanka suppliers.

Grote Poellaan 19a
2435 GA Rijsenhout
P.O. Box 126
1430 AC Aalsmeer
Tel: 02977 21084 - 28333
Fax: (31) 2977 26809

Jatoplant BV They are exporters of tropical plants all over Europe and beyond. They buy on the VBA auction most of their material. Buyer is Mr. G. Kwak. Not interested in Sri Lanka.

Aalsmeerderweg 380
P.O. Box 149
1430 AC Aalsmeer
Tel: (02977) 41 155

K. Edelman BV Exporter of foliage plants to other countries in Europe. Located on the Aalsmeer (VBA) auction in the Expeditiecentrum. Does not wish to import from Sri Lanka.

P.O. Box 40
2810 AA Reeuwijk

Tel: (01829) 3544
Tel: (02977) 35220 at the VBA

Klein Aalsmeer Traders in garden plants. Mr. Havenaar
and Mr. Brand are the key buyers.

1430 BA Aalsmeer
Tel (02977) 35929
Fax (02977) 22403

Nieuwkoop Grondplanten divisie specializes in character specimen
plants and dramatic trees for interiors of atriums, banks,
shopping malls. It is related to Hydrokultuur Nieuwkoop b.v.
in Andel, and other affiliates throughout Holland and Belgium.
The import from throughout the world and are very interested
in large and unusual material that might be available from
Sri Lanka. Hans Nieuwkoop is President, and Nellie Nieuwkoop,
his daughter, is the Managing Director.

Veensesteeg 10
4264 KG Veen
Tel (04164) 3455
Fax (04164) 3361

Las Palmas International B.V. • They import everything and are
specialists in D. Marginata. Mr. Bert Alderden is the buyer.
He currently buys from Sri Lanka (SO, DF and MF).

Sodaweg 99
P.O. Box 162
2370, AD Roelofarendsveen
Tel: 31-1713-17200
Fax: 31-1713-13174

Shemex International B.V. Specialize in large specimen
plants. Now down to 4 staff and having financial difficulties
since their separation from the U.S. firm Shemin and from
Weyerhaeuser, which at one time owned them as part of the
conglomerate. The current management/owners are struggling
to survive. Mr. Andre Van Vierdenburg is the buyer.

Poelweg 50
De Kwakel
Postbus 34
1430, AA Aalsmeer
Tel: 02975-64161
Fax: 02975-68436

Spaargaren Van Doorn Specialize in Sri Lanka foliage plants. Mr. Sien Van Door and Mr. Spaargaren are partners with Sunflower in Sri Lanka. He deals exclusively.

24 Bezwoeren Uerl
1424 Rn DeKwakel
Holland
Tel: (02975) 67132
Fax: (02975) 68445

Ster Hydro DFE
Mr. Rene Stout--speaks English. Client of Alveraplant
Kloosterstraat 14
6641 KW Beuningen

V. D. Velden Mr. Sjef Van der Velden, a young trader in a family business, buys plants from around the world, and then re-export the product to the rest of Europe. Piet V. d Velden is also involved. They import from Sri Lanka (DF), and will continue to do so:
Veghelseweg 5
5491 AG St. Oedenrode
Tel (04138) 84111

Jan Verkade Grower specializing in Cocos nusifera imported from Kenya. Not interested in Sri Lanka. Buyer is Mr. Van der Coort
Van Rijckevorsellaan 6
2691 NK S. Gravenzand
Tel: (01748) 14019

Vinkaplant Have investments in green plant growing operation in Costa Rica and are very large. Mr. Tino Hottinga is the buyer. He had very bad experiences importing from Sri Lanka. He considers unreliable. Says Air Lanka (AL) stands for Always Late. Now they only import from Central American and Florida. yucca cane, Dracaena and palms, and small cuttings, polyscias sandrianas. They are connected with the Danish grower, Fleming Madsen.
Noorddammerweg 95
1187 ZS Amstelveen (near Amsterdam)
Tel: (02064) 00066

Zandbergen Import B.V. Van Der Saar Potplanten/Topfpflanzen B.V.
Important importers of plants recommended by Straeliner
Blumenhandel in Germany.

Correspondence address: Van de Kastelestratt 18
2691 's-Gravenzande

Visit and delivery address: Bloemenveiling Holland
Strijpszijde; Dok 0, 78-79
Honselersdijk
Tel (01740) 23487
Fax (32-1740) 27675

Zeger Bax B.V. Mr Zeger Bax and his wife Martha both do the
buying of a wide range of products from around the world,
including some from Sri Lanka (SO, MF). They are located 80
km. north of Aalsmeer. They will buy some from many suppliers
but never much from one.

Postbus 13
1619 ZG Andijk
Tel: 02289-1602
Fax: 02289-2936

5. Importers of orchids

Floricultura Import & Export Mr. G. H. Post is buyer. Imports
from a number of countries, including Sri Lanka, mainly
phaleonopsis for making into pot plants. They import a few
hundred thousand each year and have done so for ten years.

2100 AA Heemstede
Tel (023) 290088
Fax (023) 285022

Stef Ruhe Big grower with their own tissue culture
laboratory. They import cymbidiums in the winter season.

Mijnsherenweg 41
1433 AP Aalsmeer
Tel: (02977) 22 763