



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

FLORICULTURE
U.A.E./MARKET SURVEY
Nov-15 thru 22-1993

Prepared by:

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There are sixty five retail outlets in the combined Emirate States. These break out into four groups; plant shops, nurseries, florists, and plant installation companies.

With the exception of one floriculture producer / greenhouse, there are four wholesale distributors and fifteen countries who import directly to the Emirates with various plants and plant accessories.

Unlike Europe and other countries who have the ability to grow-on plants in greenhouses, the Emirates need to sell their plants in the shortest time possible, preferably in one week. This illustrates clearly the need for finished plants, an area which Sri Lanka has not focused on up until now.

In order for Sri Lanka to participate in a larger share of the Middle East market they will have to diversify their product line to include; a broader varietal mix, finished containers in various sizes and products that are of semi-specimen to specimen ranges.

The reputation Sri Lanka now has for floriculture products needs to be greatly improved. The competition is far ahead in all aspects of this area. Following are some areas of great concern for the potential Emirate customer;

- Flight delays / consistent cancellations
- Inconsistent product
- Poor packaging / handling
- Limited finished product
- Limited varietal selection

Sri Lanka is sitting in an extremely favorable / strategic position to inherit a much larger portion of the Middle East market. It is strictly an opportunity that the members of this industry must capitalize on for themselves. In order to accomplish this objective the industry must;

- Grow finished plants in plastic containers.
- Provide a wide range of container sizes.
- Broaden the varietal selection.
- Provide hands-on representation in the market area.
- Respond to market trends.
- Investigate alternate shipping methods.
- Improve packaging methods.
- Formulate a strong Floriculture Association.

Without a strong industry based Association the reputation is in the hands of the last order delivered. An Association can generate confidence in the importer mind, can set aside trivial disputes and maintain overall industry objectives for the benefit of all.

Following is a list of Plant Varieties, Pot & Plant Sizes, Importing Countries, Wholesalers, Important Retailers, along with

other potential Customers in Kuwait and Saudi Arabia and a listing of Sri Lankan growers who need to avail themselves to this important market area.

Plant varieties and sizes appropriate for the Middle East market: (No palms in Saudi Arabia).

Aglaonema	unrooted, rooted, net pot, finished 4", 6", 8".
Asplenium	finished 4", 6", 8".
Begonia	finished 4", 6".
Brassaia	net pot, 4", 6", 8", 10", 14".
Bromeliads	finished 4", 6", 8".
Chamaedorea	finished 10", 12", 15 - gallon, 24".
Chlorophytum	finished 4", 6", 8".
Chrysalidocarpus	finished 6", 8", 10", 15 - gallon, 24".
Cissus	net pots, 4", 6", 8".
codiaeum	net pots, 4", 6", 8", 12".
Dieffenbachia	net pots, 6", 8", 10", 12", 14".
Dracaena	6", 8", 10", 12", 15 - gallon.
Epipremnum	net pot, 4", 6", 8".
Ficus	net pot, 4", 6", 8", 10", 12", 15-gallon, 24".
Howea	6", 8", 10", 15-gallon.
Hoya	4", 6", 8".
Maranta	4", 6".
Monstera	6", 8", 10".
Nephrolepis	4", 6", 8".
Philodendron	4", 6", 8".
Phoenix	10", 15 - gallon.
Polyscias	10", 12".
Rhapis	6", 8", 10", 14", 15-gallon, 24".
Spathiphyllum	6", 8", 10".
Syngonium	4", 6", 8".

Import Countries

Colombia
Costa Rica
Indonesia
India
Iran
Jordan

Kenya
Lebanon
Sri Lanka
Malaysia
Netherlands
Pakistan

Singapore
Syria
Thailand
Philippines
South Africa
Zimbabwe

U.A.E. Wholesalers

Singapore Flora Trading
P.O. Box 8546
Sharjah, U.A.E.
Tel: 06 598511
Fax: 06 598380

SIJI GreenHouse Company
P.O. Box 850
Fujairah, U.A.E.
Tel: 06 827265
fax: 06 827270

Oleander Flower Shop
P.O. Box 11664
Dubai, U.A.E.
Tel: 04 440560

Al Lokrit's Ornamental Flowers & Plants
P.O. Box 6817
Sharjah, U.A.E.
Tel: 06 391530

Universal Traders
Dubai, U.A.E.

Top Retailers / Abu Dhabi

Al Mazharia Trading Company
P.O. Box 25847
Abu Dhabi, U.A.E.
Tel: 02 668756

Golden Fountain
P.O. Box 43890
Abu Dhabi, U.A.E.
Tel: 02 787830
Fax: 02 788707

Green Materials Ag-Establishment
P.O. Box 4572
Abu Dhabi, U.A.E.
Tel: 02 477958

Oleander Flower Shop
P.O. Box 920
Abu Dhabi, U.A.E.
Tel: 02 773131

The Flowers House
P.O. Box 71880
Abu Dhabi, U.A.E.
Tel: 02 211647
Fax: 02 343516

Top Retailers / Dubai

Garden Trading Company
P.O. Box 314
Dubai, U.A.E.
Tel: 04 536676

Gardeners Nursery
P.O. Box 5137
Dubai, U.A.E.
Tel: 04 346082

Green Tree For Agriculture
P.O. Box 5389
Dubai, U.A.E.
Tel: 04 245730

Landscape Center
P.O. Box 3932
Dubai, U.A.E.
Tel: 04 441461

The Florists Box
P.O. Box 12922
Dubai, U.A.E.
Tel: 04 824796

The Flower Box
P.O. Box 51856
Dubai, U.A.E.
Tel: 04 449484

Kuwait

Arab Agriculture
P.O. Box 25310
Safat, Kuwait
Tel: 5616526 / 5616711

Ministry of Public Works / Roads Administration
P.O. Box 8
Safat, Kuwait
Tel: 429398 / 430951

Palms Agro-Production Company
P.O. Box 1976
Safat, Kuwait
Tel: 2468352 / 2468353

Saudi Arabia

Saudi Green Nursery Company
P.O. Box 2849
Dammam, Kingdom Of Saudi Arabia
Tel: 8502532 / 8500468

Saudi Oger Ltd. / Landscape Maintenance Department
P.O. Box 1449
Riyadh, Kingdom Of Saudi Arabia
Tel: 4773115

Al Sahn
P.O. Box 576
Al Jubail, 31951
Kingdom of Saudi Arabia
Tel: 40110070

Sames International
P.O. Box 5770
Riyadh, 11432
Kingdom Of Saudi Arabia
Tel: 4658882 / 4630541

Al Hussian Trading Company
P.O. Box 27055
Riyadh, 11417
Kingdom of Saudi Arabia
Tel: 4359796

Sri Lankan Suppliers

Dutch Foliage Farm (pvt) Ltd.
105, Katana Road
Thimibirigaskatuwa
Negombo.
Tel: 031-4236

Supreme Orchid Export (Pvt) Ltd.
51C, Alexandra Place
Colombo 7.
Tel: 578316

Anosha Associates (Pvt) Ltd.
127, W. A. D. Ramanayake Mawatha
Colombo 2.
Tel: 434650

Tanyo Foliage & Flower Co. Ltd.
No. 255, Sea Street
Colombo 11.
Tel: 434224, 449454

Green Farms Ltd.
25, Galle Face Centre Road
Colombo 3.
Tel: 446622, 437814, ext 2742