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UNTIL  
15<sup>th</sup> OCTOBER  
2021

## FREE WEBINAR

# CUT FLOWER IMPORTS FROM ANDEAN COUNTRIES TO THE UK

**TUESDAY, 19<sup>TH</sup> OCTOBER 2021, 11 A.M. – 12.30 P.M.**

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### ARE YOU INTERESTED IN:

- + Understanding more about the cut flower supply chain
- + Learning about the opportunities and challenges of imports from Andean countries
- + Getting to know flower growers in Ecuador and Colombia

Then please join this FREE webinar “Cut flower imports from Andean countries to the UK”, hosted by the Import Promotion Desk (IPD), the German initiative for import promotion, in cooperation with the British Florist Association. We will inform you in detail about the challenges and impacts on the cut flower supply chain.

This webinar will put the past 18 months into context regarding the cut flower supply chain and provide you with information on how to build a robust and resilient value chain for the future, for you and your customers.

### LEARN MORE ABOUT THESE TOPICS:

- + Opportunities and possible challenges for importing cut flowers into the UK from the Andean countries
- + Roles within the supply chain
- + Corporate Social Responsibility benefits
- + Insights into the import process journey



### SPEAKER

Main speaker of the webinar is Lucy Matthewson. Lucy brings 25 years of experience and knowledge of buying in the UK retail industry. This includes 10 years specialising in horticulture, buying cut flowers and plants for Waitrose, working with the supply chain to bring new products to market. Lucy is now IPD's UK cut flower external consultant, supporting our Colombian and Ecuadorian growers to access the UK.

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## IMPORT GUIDE

As part of this webinar, we will also give you access to the IPD Importer Guide “Cut flowers from Andean countries to the UK”. This guide gives you a compact overview of the possibilities and requirements for direct trade between South America and the UK.

## AGENDA

- 11.00 A.M.** Introduction  
Dr Andreas Gemählich, Import Promotion Desk,  
Expert Sourcing + Markets, Cut Flowers  
Nikki Meader, British Florist Association, Board director for Retail
- 11.20 A.M.** Presentation of the IPD Guide  
“Cut flowers from Andean countries to the UK”  
Lucy Matthewson, External IPD Consultant, Cut Flowers
- 11.40 A.M.** Q&A
- 12.00 P.M.** Practical insights  
“Importer experiences with South American growers, the benefits and challenges”  
Kosta Foufas, CEO, FMA Ltd.
- 12.10 P.M.** “Discovering the diversity of Colombian cut flowers”  
Angelica Camacho, Trade Specialist, Procolombia 
- 12.20 P.M.** Q&A final remarks

## REGISTRATION UNTIL 15<sup>TH</sup> OCTOBER, 2021

Please register bindingly here via [this form!](#)\*

\* We handle your personal data as confidential information and in compliance with the statutory data protection regulations and this data protection declaration (see our [privacy-statement](#)).

## FOR MORE INFORMATION OR ANY QUESTION, PLEASE CONTACT:



**DR ANDREAS GEMÄHLICH**  
Import Promotion Desk  
Expert Sourcing + Markets  
Mobile: + 49 160 953 186 51  
[gemaehlich@importpromotiondesk.de](mailto:gemaehlich@importpromotiondesk.de)



**LUCY MATTHEWSON**  
Import Promotion Desk  
External IPD Consultant  
Phone: +44 7784 105 001  
[matthewson@importpromotiondesk.de](mailto:matthewson@importpromotiondesk.de)

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