

27 March 2025

NIRP presented 3.000 Roses from Ecuador & Kenya at Myplant & Garden 2025

At Myplant & Garden 2025 NIRP performed an impressive presentation of cut roses grown in Ecuador and Kenya.

This special Stand was organized in cooperation with Myplant & Garden Exhibition (Ms. Valeria Randazzo, Manager and Mr. Filippo Faccioli, coordinator).

For those not yet familiar with this fair, Myplant & Garden, borned 9 years ago, is becoming bigger and more successful every year. Today, it is the leading trade fair in Italy for horticulture and floriculture.

Myplant exhibition is focusing on the development of the cut flower sector, bringing new products from foreign Breeders and growers.

Alessandro Ghione, NIRP International Ceo, says *"The idea was to showcase high-quality NIRP rose varieties grown in Kenya and Ecuador, while promoting the production of these Countries, with a focus on the Companies that joined the project by sending their flowers."*

FROM KENYA, 4 Companies participated

BELLISSIMA / AAA GROWERS, BLOOMINGDALE ROSES, RIFT VALLEY ROSES, NIRP EAST AFRICA.

The varieties from Kenya were: Alchemy®, Easy Fashion®, Desert Rose®, Double Fashion®, Inevitable®, Watergame®, Tiger®, Grand Slam®, Fashion Week®, and 4 new varieties of ROSEVER® Spray roses collection.



FROM ECUADOR, 10 Companies participated

AGROGANA (Finca SANTA CECILIA), ALBRA ROSES, ATTAR ROSES, DREAM FARMS, ESMERALDA FARMS (Finca UTOPIA), FLORISOL & CO. (Finca PIAVERI), JOSARFLOR, ROMANCE FLOWERS, ROSAPRIMA, ROSAS DEL CORAZÓN.

The varieties from Ecuador were: Black Pearl®, Cafè Del Mar®, Caramel Macchiato®, Gran Donna®, Happy Bride®, Hard Rock®, Hotspot®, Sweetspot®, Tropic Versilia®, Vintage®.



According to Myplant & Garden organizers *"This was the first time that so many roses from these Countries were displayed at this exhibition: over 3.000 stems and 23 different varieties"*.

The interest in such beautiful and great quality flowers was really high. Visitors were literally thrilled about the presentation. They appreciated a lot the big size of the buds and the strong, bright colors.

Collecting the general impressions of the visitors to the booth, the varieties from Ecuador that attracted the attention most were: Hotspot® and Sweetspot, both with ruffled petals, the first hot pink and the second baby pink; Caramel Macchiato® with its unique sand-peach-green blend.

Many florists, traders, italian and foreign buyers visited the stand and get information, catalogues and a special brochure created for the event with the varieties list and the companies contacts.

Deborah Ghione, Marketing Manager at NIRP International, says: *"Our customers really appreciated this initiative, seeing it as a great opportunity for visibility and promotion of their Companies and products"*.



Alessandro and Deborah conclude. *“Italy is an important producer and exporter of plants, foliages and cut flowers, especially for several species that are less vulnerable to foreign competition. On the other hand, it is important to remind to international growers that Italy is a big consumer of flowers, but the domestic production cannot meet the high demand, especially for roses that are, for the most, imported. For this reason, it would be very interesting for next year, to see a stronger presence of Companies and roses from Latin America”.*