

NIRP showcased 3,000 Ecuadorian & Kenyan roses at Myplant & Garden 2025

### "Italy's high demand for roses fuels growing interest in imported varieties"

When you visited Myplant & Garden last month or checked out [our photo report](#), you could not have missed the large display of Ecuadorian and Kenyan cut roses. This presentation featured NIRP roses varieties and was organized by the breeder in cooperation with the event's organizers: Ms. Valeria Randazzo, Manager, and Mr. Filippo Faccioli, Coordinator. According to them, "this was the first time that so many roses from these producing countries were displayed at this exhibition, namely over 3,000 stems and 23 different varieties."



*Filippo Faccioli and Deborah Ghione with the roses from Ecuador.*

### Four Kenyan and ten Ecuadorian companies featured

The roses were grown by four Kenyan companies and ten Ecuadorian farms. Alessandro Ghione, CEO of NIRP International, explained that the goal 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."

The four Kenyan farms that participated were Bellissima AAA Growers, Bloomingdale Roses, Rift Valley Roses, and NIRP East Africa. The Kenyan-grown varieties displayed were: Alchemy®, Easy Fashion®, Desert Rose®, Double Fashion®, Inevitable®, Watergame®, Tiger®, Grand Slam®, Fashion Week®, and four new varieties from the Rosever® Spray roses collection.

From Ecuador, ten companies participated, namely Agrogana (Fonca Santa Cecilia), Albra Roses, Attar Roses, Dream Farms, Esmeralda Farms (Finca Utopia), Florisol & Co. (Finca Piaveri), Josarflor, Romance Flowers, Rosaprima, and Rosas del Corazón. The Ecuadorian-grown varieties included: Black Pearl®, Café Del Mar®, Caramel Macchiato®, Gran Donna®, Happy Bride®, Hard Rock®, Hotspot®, Sweetspot®, Tropic Versilia®, and Vintage®.



*Filippo Faccioli and Deborah Ghione with the roses from Kenya.*

**A show-stopping presentation**

The interest in the presentation was high, as Ghione explains: "Visitors were literally thrilled about the presentation. They appreciated a lot the big size of the buds and the strong, bright colors." And which varieties were the show stoppers? "Based on feedback collected from visitors, the Kenyan varieties that attracted the most attention were: Easy Fashion, a very productive yellow/orange bicolor; Inevitable, a special purple-magenta color; and Tiger, a new red/yellow bicolor."



*The Kenyan roses display and the show stoppers Easy Fashion, Inevitable, and Tiger. ([Click here](#) to enlarge the image)*

"As for the Ecuadorian roses, the most appreciated were Hotspot and Sweetspot, both with ruffled petals—the first being hot pink and the second baby pink—as well as Caramel Macchiato, with its unique sand-peach-green blend."



*The Ecuadorian roses display and the show stoppers Hotspot and Sweetspot, Caramel Macchiato. ([Click here](#) to enlarge the image)*

Many florists, traders, and both Italian and international buyers visited the stand to gather information, catalogs, and a special brochure created for the event, listing the varieties and company 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."

### **Italy: A major flower consumer**

Alessandro and Deborah conclude: "Italy is an important producer and exporter of plants, foliage, and cut flowers, especially for several species that are less vulnerable to foreign competition. On the other hand, it is important to remind 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 and East Africa."

### **Myplant & Garden**

For those not yet familiar with the fair, Myplant & Garden, which began nine years ago, is becoming bigger and more successful each year. Today, it is the leading trade fair in Italy for horticulture and floriculture. Myplant focuses on the development of the cut flower sector, bringing new products from foreign breeders and growers. This year, the show featured 810 exhibitors and welcomed 27,000 visitors. The 10th edition of the show will take place from February 18-20, 2026.