

ASBINDO is once again organizing visits to members' gardens. The garden visit activity is one of the Organizational Program initiatives aimed at strengthening relationships, exchanging information, insights, and learning from each other among members. This event took place on September 19, 2024, at PT. Bina Usaha Flora and PT. Alam Indah Bunga Nusantara, located at Jl. Mariwati Pataruman, Kawungluwuk Sukaresmi, Cipanas, Cianjur.

PT. Bina Usaha Flora, established in 2006, offers a variety of ornamental plants in pots, ground cover plants, landscaping, seedlings, cut flowers, and plant souvenirs. PT. Alam Indah Bunga Nusantara is a company that produces cut chrysanthemums, pot chrysanthemums, and fillers.

During this garden visit, the agenda included presentations from the National Research and Innovation Agency (BRIN) and Dummen Orange. Dr. Suskandari Kartikaningrum from BRIN discussed consumer preferences for hybrid Impatiens plants developed by BRIN researchers. Meanwhile, Mr. Kevin from Dummen Orange provided information on the market and trends for cut chrysanthemums in Japan, as well as cut chrysanthemum exports to Malaysia and Vietnam, and business opportunities for flowers in Indonesia. Dummen Orange, established in April 2015, specializes in the breeding and propagation of cut flowers, bulbs, tropical plants, and potted plants. Based in the Netherlands, Dummen Orange has over 300 hectares of production area across Africa, America, Asia, and Australia, employing more than 6,600 staff worldwide.

It is hoped that this garden visit program, scheduled every 3-4 months, will serve as a platform for exchanging ideas, information, and knowledge, as well as facilitating discussions among ASBINDO members, particularly regarding various aspects of ornamental plant businesses, and provide benefits to ASBINDO members.

