

Wahana Kharisma Flora Group: Pioneers of Floriculture in Eastern Indonesia Holding Prestigious Event

For more than three decades, Wahanakharisma Flora Group has become a name synonymous with quality and innovation in the floriculture industry in Eastern Indonesia. Founded by five inspiring women in 1991, this company has grown to become the largest producer, supplier and trader of fresh cut flowers in the region. WKF Group sees great potential in the Indonesian floriculture industry and is making various efforts to face challenges and take advantage of existing opportunities.

"New Trends & Floravaganza 2025"

Celebrating Innovation and Education Organizing this event is a form of WKF Group's efforts to prepare itself to face changes in the floriculture industry. In line with its commitment to continue to develop and make positive contributions to the industry, Wahana Kharisma Flora Group is holding the annual event "New Trends & Floravanza 2025". This event, which combines demonstrations, workshops and flower arranging competitions, aims to:

- Introducing the latest trends: Introducing the latest trends in the world of floriculture, both in terms of flower types, colors and arranging techniques.
- Educating the public: Providing ongoing education to the general public, especially flower lovers, regarding the ins and outs of the world of floriculture.
- Improve skills: Increase the insight and flower arranging skills of participants, both beginners and professionals.
- Building awareness: Increasing public awareness of the existence of the Wahana Kharisma Flora Group as the largest producer of fresh cut flowers in Eastern Indonesia.

Present International and National Experts

To provide a more meaningful learning experience, WKF invites renowned flower arranging experts, both from within and outside the country. Shuhei Aizu, a famous florist designer from Ganon Florists (Thailand, Japan and the United States), shares unique and innovative flower

arranging techniques. Apart from that, the participants also gained knowledge from experts such as Andy Djati Utomo (Intuition Floral Art Studio Jakarta) and Lindyawati Limbono (De Flor Floral Shop & Photo Studio Surabaya).

Make New Trends & Floravaganza 2025 a success, Thank you ASBINDO!

The New Trends & Floravaganza event which took place on January 15 2025 was successfully held. The success of this event cannot be separated from the full support of the Indonesian Flower Association (ASBINDO). The presence of the Chairperson of ASBINDO, Mrs. Hesti Widayani, directly at this event provided enthusiasm and motivation for all committee members and participants.ÂÂÂ Hopefully this good cooperation can continue in the future.

