

In 2020, the business value of Indonesian ornamental plants ranks 51st in the world, with a value of USD 18.52 million (Trademap.org). The growth of the ornamental plant industry in Indonesia still needs to be raised again so that it can become a mainstay to increase the country's foreign exchange. It is time for Indonesia to utilize and develop the national floriculture agribusiness potential that is advanced, highly competitive and sustainable.