On November 3 2023, the Assistant Deputy for Horticultural Agribusiness Development from the Indonesian Coordinating Ministry for the Economy, invited ASBINDO to discuss plans for preparing the Indonesian Floriculture Grand Design. At the meeting, apart from the ASBINDO Management and members, there were also representatives from the Indonesian Chamber of Commerce and Industry (KADIN), the Indonesian Floriculture Association (PFI), the National Research and Innovation Agency (BRIN) and the Center for Tropical Horticulture Studies (PKHT) IPB University.

The purpose of this meeting is to 1) gather various perspectives and experiences from stakeholders related to floriculture, 2) sharpen understanding of the current conditions and future potential of the floriculture industry, 3) discuss the main issues, opportunities and obstacles faced by the floriculture industry and 4) formulate recommendations and strategic steps to prepare the Indonesian Floriculture Grand Design.

