

The Beautiful Japanese

Flowers, Plants and Bonsai

Flowers and Plants in Japan that Export Overseas

世界に広がる日本の花き

Major destinations of Japanese flowers and plants

Today, Japanese high quality flowers and plants are exported across the world and their major end-consumers are in a higher socioeconomic group in those countries. Because Japanese flowers have good quality and abundance of a variety, they receive near-universal critical acclaim.

Moreover, new Export Strategies of Japanese flowers and plants has been designed by MAFF. They set export target of 15 billion JPY by 2020 and Europe, China, Hong Kong, Singapore, USA and Russia are priority countiers.



The Japanese government exhibited flowers and plants at the "IPM Essen", an international horticultural exhibition held in Essen, a city on the western part of Germany, to promote the star quality of Japanese flowers and plants.

ドイツ西部の都市、エッセンで開かれた国際園芸見本市「IPM Essen」に、日本政府も出展。日本の花きの優秀性を訴える。

日本の主な花きの海外輸出先

現在、日本の高級花きは世界各国に輸出されています。主な最終購買層は各国、地域の富裕層です。品質が良く、種類も豊富な日本の高級花きはどの方面からも好評です。

また、農林水産省では、新たな花きの輸出戦略を策定し、ヨーロッパ諸国、中国、香港、シンガポール、米国、ロシア等を重点国として、2020年までに輸出額150億円を目指しています。

