7. Japanese Flowers and Plants Spread throughout the World

Until recently, Japanese flower and plant producers targeted the domestic market. The future goal is to increase exports to major world markets through participation in top-ranked international competitions and promotion of high-quality Japanese floriculture products.

In 2007, ambitious Japanese floriculture industry producers and distributors established the Japan Flowers and Plants Export Association. By 2016, 55 organizations and companies had joined the effort to encourage the export of flowers and plants. The association mainly conducts promotional campaigns and market research in major global cities. In recent years, the production and exports of Japanese floricultural products have increased.

Since 2015, the Japan Flowers and Plants Export Association has exhibited at prestigious international events with support from the Japanese government. Select exhibitions and demonstrations include:

- Potted plant promotions: Singapore; Flower and Plant Retailers’ Networking Conference in China
- Maco Bonsai and Bonsai promotions: Germany and China

8. Floral Education
Cultivating Flower Admiration among the Next Generation

The flower and plant industry of Japan strives to nurture children’s familiarity with and admiration for flowers through “Hanakiku” or “Floral Education.” Activities such as Rebana, as well as the creation and maintenance of flowerbeds, promote the admiration of flowers in children. Floral Education takes place mainly in kindergartens and elementary schools throughout Japan as an integral part of children’s emotional education. Research shows that if a family appreciates flowers that the children of that family have a high tendency to develop an appreciation for flowers as well increasing children’s familiarity of flowers and plants promises to vitalize the future of floriculture markets.

Floral Education workshops are held here in the Indoor Garden Exhibition of Japan. Everyone is welcome and encouraged to participate in the workshops for a first-hand experience of Floral Education.

Japanese flower culture

Floral Education

- Japanese culture

- Japanese people

- Japanese house

- Japanese garden

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