

## **Roadshow Netherlands Horti Flore Cluster to Jinning District, Kunming city**

**Date:** 18 Sept 2025 (Thursday)

**Deadline for registration:** 29 Aug 2025

**Organizers:** Jining district people's government; Embassy of the Kingdom of the Netherlands; Dutch Greenhouse Delta

**Invitees:** Dutch Horti companies

### **Goals and background info:**

Last July, during the delegation visit from Jinning district government to the Netherlands, they were impressed by the development of Dutch horticulture, innovations and the whole market supply value chain. To further offer an exchange and cooperation opportunities between Kunming and Dutch Horti companies, on the occasion of the Kunming Int'l Flower Expo, the Dutch Greenhouse Delta, as the coordinator of SMM (NL Protected Agri Alliance China), would like to invite you to join the roadshow to Jining district.

### **Fees:**

No fees involved. Costs of Transportation (local) and meals will be covered by the organizer.

### **Registration or Questions:**

If you are interested in participating, or have any question before your registration, please do not hesitate to contact us through: [michael.min@dutchgreenhousedelta.com](mailto:michael.min@dutchgreenhousedelta.com)

### **Preliminary Program:**

10:00 visit "Flower factory": Yuntianhua flower crafts Demonstration Park (云天化花匠铺花卉现代示范园)

10:30 visit Jinning Flower trading logistics center (晋宁区国际花卉交易物流中心)

11:30 Visit Niulian Village (牛恋村)

12:00 Working Lunch

13:00 – 15:00 Roundtable meeting

### **Background info of Jinning district, Kunming:**

Jinning is located on the southern shore of Dianchi Lake in Kunming city, Yunnan Province. It covers an area of 1,336.37 square kilometers and comprises eight townships (sub-districts) with a total population of 350,000. In 2023, the region's GDP reached 22.453 billion yuan, local general public budget revenue reached 1.403 billion yuan, and the total industrial output value of enterprises above designated size reached 18.661 billion yuan. The primary, secondary, and tertiary industries have a structural ratio of 18.8:20.4:60.8.

Jinning boasts a long history and rich cultural heritage. It is the birthplace of ancient Dian culture, a center of Yunnan bronze culture, and the hometown of the great navigator Zheng He. The Hebosuo Ruins preserve the history of the changes in Dianchi Lake dating back 5,000 years. The Shizhaishan Ruins were selected as one of the top 100 archaeological discoveries of the past century and one of the major sites designated by the State Administration of Cultural Heritage during the 14th Five-Year Plan period. The ancient town of Jincheng boasts a history of over 2,400 years, dating back to the founding of the ancient Dian Kingdom by Zhuang Qiao. The ancient town's Upper and Lower West Streets are one of the three historical and cultural districts designated as a famous historical and cultural city in Kunming.

Jinning offers a pleasant ecological environment. Facing the water on one side and surrounded by mountains on three sides, it boasts a year-round spring-like climate and an average annual temperature of 15.1°C, making it a natural haven for living. It has been awarded titles such as "China's Top Ten Counties for Summer Vacation and Leisure," "China's Most Beautiful Tourist Destination City," "Top 100 Small Cities for Deep Breathing," and "China's Natural Oxygen Bar." It can be said that "spring is always here, and flowers are everywhere."

Yunnan in China, along with Kenya in Africa, Colombia in South America, and Ecuador, is considered one of the world's three most suitable regions for flower production. Jinning District is located in the heart of Yunnan's flower production zone. Leveraging its unique location and resource advantages, Jinning's flower industry has become the region's most important specialty agricultural industry and a key economic driver for farmers' income growth and prosperity. It is a key county for Yunnan's flower industry development and has been selected as a model county for the province's "One County, One Industry" flower industry program three times in a row. For three consecutive years, it has been designated

as a construction zone for the Yunnan Flower Industry Project, a national specialty industry cluster.

#### Advantages of Jinning's Flower Industry Development

First, Jinning boasts excellent natural conditions. Located in the low-latitude plateau north subtropical monsoon climate zone, it boasts abundant natural resources, with mild winters and mild summers. Its fertile soil, high in organic matter, abundant sunlight, mild climate, and large diurnal temperature swings make it a global leader in producing temperate flowers.

Second, it boasts convenient transportation. Yunnan flowers enjoy widespread international market demand. Yunnan's future development is positioned as a radiating center for South and Southeast Asia, offering significant transportation advantages for developing international flower export trade. Jinning is bordered by the Kunming-Mo Expressway to the east, provincial highways and the Jinning-Hong Expressway to the west, and two China-Laos Railway freight stations are located in Jinning. This facilitates convenient freight transportation and distribution, providing significant transportation advantages for developing international flower export trade.

Third, it boasts a robust market presence. Kunming's two established large-scale flower production-based trading markets (the Kunming International Flower Auction and Trading Center and the Kunming Dounan Flower Market) provide strong support for the sales of Jinning's flower products and lay a solid foundation for the development of the flower industry. Jinning has built the 143-acre Jinning International Flower Integrated Logistics Center in the Baofeng Industrial Park. This has resulted in the formation of over 50 flower-producing hubs of varying sizes around key flower-growing areas.

Fourth, Jinning boasts a rich talent pool. Flower cultivation has a long history, and flower farmers have accumulated extensive experience and skills throughout the industry's development. The cooperatives, associations, and rural brokers voluntarily organized by flower farmers have continued to grow and develop, providing comprehensive and effective social services. This provides a solid foundation for the development of the entire industry

chain. Successive district committees and governments have attached great importance to talent development, amassing a large number of senior and mid-level agronomists and agricultural technicians. Through training programs for new professional farmers, they have cultivated a large number of highly qualified and skilled professional farmers, providing a strong reservoir of local technical talent for the industry's continued development.

Fifth, there is strong policy support. The National Forestry and Grassland Administration has formulated the "National Flower Industry Development Plan (2021-2035)," which designates Yunnan as a fresh cut flower industry zone, with a focus on fresh cut flowers and potted plants. Kunming has been designated as a national key flower market and a national flower seed industry innovation center. The Yunnan Provincial Party Committee and the Provincial Government have successively formulated and promulgated a series of policies and regulations to promote the development of the floriculture industry. Jinning District has been designated a key county for the province's floriculture industry, promoting the upgrading and development of the floriculture industry through seedling, planting, and supply initiatives. Jinning District has currently established a development pattern centered on roses, supplemented by hydrangeas, carnations, gerberas, and succulents. By the end of 2024, the district's floriculture planting area will reach 61,900 mu, including 53,600 mu of fresh cut flower planting (43,600 mu of roses, 2,500 mu of hydrangeas, 2,200 mu of carnations, 1,400 mu of gerberas, and 3,900 mu of other plantings). The district will produce 5.6 billion fresh cut flowers annually, generating a total output value of 9.2 billion yuan. Jinning District continues to rank first in the province in terms of flower planting area, production, and output value, solidifying its position as China's leading fresh cut flower producing county.

#### Cooperation Directions for the Jinning District Flower Industry

(I) Improving the Layout of the Entire Industry Chain. First, upgrading processing by constructing an automated post-harvest flower sorting and packaging system, promoting technological breakthroughs in preserved flowers, and establishing industry standards; advancing the cold chain logistics system, achieving mechanized assembly line operations, and aiming to increase the cold chain circulation rate to over 30%. Second, empowering e-commerce by building and improving the "Jinning Flower Remote Trading

Platform," training livestreamers, and establishing an e-commerce base, striving to exceed 500 million yuan in e-commerce transaction volume by 2025. Third, promoting deep processing. Strengthening the land, capital, and technology security capabilities for the development of the preserved flower industry, increasing investment in preserved flower production technology, promoting the relocation and concentration of the preserved flower industry in industrial parks, and deepening the integration of industry, academia, and research to overcome technological bottlenecks and enhance product quality and added value.

(II) Strengthening Scientific and Technological Innovation First, we will focus on the seed industry. We will establish a joint flower research center and collaborate with research institutes to cultivate independent varieties. We plan to publish one national standard and two industry standards within three to five years. We will also promote genetic breeding and agricultural digitalization technologies to increase the domestic production rate of seedlings to 20%. Second, we will improve facilities. We will build a number of high-standard greenhouses equipped with substrate cultivation and integrated water and fertilizer recycling, benchmarked against the Netherlands' MPS certification, and expand the number of green production demonstration bases to 50.

(III) We will cultivate market players. First, we will promote park-based development. Led by the "Jinning District Flower Industry Modern Demonstration Park," we will guide small and micro enterprises and individual farmers to cluster in these industrial parks, promoting the transformation of individuals and communities into enterprises, and aiming to add 10 leading enterprises within three years. Second, we will connect with farmers and promote the "platform company full industry chain service" model. The Jinning State-owned Assets Company plans to invest 2.407 billion yuan over three years to build 14 projects, resulting in an average annual increase of 23,000 yuan in farmers' income.

(IV) We will expand our brand and market. First, in the international market, leveraging the Kunming International Flower Auction Center, we will develop a trade demonstration zone targeting South Asia and Southeast Asia, aiming to increase exports by 30% by 2025.

Second, we will integrate culture and tourism, creating themed itineraries such as the "Jinning Yunhua Tour," hosting events such as creative flower exhibitions and photography competitions, and enhancing brand value.

(V) Regarding key elements: Policy support. First, we will integrate policies related to rural revitalization and seed bases, invest funds, and increase the coverage rate of high-standard facilities to 30%. Second, we will cultivate talent by jointly establishing a standardized flower industry college with the Provincial Academy of Agricultural Sciences, training 5,000 new professional farmers and recruiting five professional teams.