

PRESS RELEASE

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The Netherlands in Full Bloom: How Air France KLM Martinair Cargo and a unique logistics ecosystem power the flower industry and the Dutch economy

As the global floriculture community gathers in the Netherlands for the International Floriculture Trade Fair (IFTF) 2025, Air France KLM Martinair Cargo (AFKLMP Cargo) highlights the country's unique role as the beating heart of the global flower trade — powered by an unrivalled logistical ecosystem centered around Amsterdam Airport Schiphol.

Each year in early November, the IFTF brings together thousands of growers, exporters, logistics providers, and industry leaders in the Netherlands — reaffirming the nation's position as the world's leading hub for the international flower industry. This vibrant sector showcases Dutch innovation, collaboration, and sustainability, with Air France KLM Martinair Cargo playing a vital role in connecting growers from Africa and South America with markets across Europe and beyond.

Every day, millions of fresh flowers arrive at Schiphol from countries such as Kenya, Ecuador, and Colombia. Within hours, they are distributed to markets across Europe — a logistical feat that underpins the strength of the Dutch economy and reinforces the Netherlands' reputation as the Gateway to Europe.

The Royal FloraHolland auction in Aalsmeer, located just a few kilometres from Schiphol, is a central pillar in this network, seamlessly connecting growers, wholesalers, and international buyers. Together with the extensive air and road network surrounding Schiphol, this integrated system enables flowers to travel from greenhouse to global market within just a few days, ensuring freshness and quality.

The Dutch floriculture sector continues to show steady growth. In the first three quarters of 2024, flower and plant exports increased by approximately 3,5%, reaching around €5,5 billion. January 2025 saw a year-on-year increase of about 7%, totaling roughly €540 million.

Looking ahead, the Dutch floriculture market is projected to grow at a compound annual growth rate (CAGR) of around 4,7% between 2024 and 2029 — expanding from approximately €4,9 billion to €6,2 billion. Meanwhile, global flower airfreight services are expected to grow by about 5,1% annually, with European flows rising by roughly 4,2%.

At the core of this growth lies Air France KLM Martinair Cargo, one of the world's leading airfreight operators. From its base at Schiphol, the company provides specialized transport solutions for temperature-sensitive cargo, ensuring that every bloom arrives fresh and on time. Its dedicated freighters, extensive route network, and advanced cold-chain facilities make it an essential link in the global floral supply chain.

“Flowers are not just a symbol of Dutch heritage — they represent a sophisticated, time-critical logistics system that connects growers and consumers around the globe,” said **GertJan Roelands**, SVP Commercial at Air France KLM Martinair Cargo. *“Our teams work around the clock to guarantee that every bloom arrives fresh and on time, supporting thousands of jobs and keeping the Netherlands at the forefront of international trade. Our results in the perishable segment have been growing year over year — from flowers and vegetables to fish. A strong logistical ecosystem at Schiphol, combined with our specialized services and cool-chain solutions, is a winning combination. We continue to invest in these capabilities to further enhance our customer offering and maintain this unique competitive edge.”*

The flower trade contributes significantly to the Dutch economy, supporting more than 150,000 direct and indirect jobs across horticulture, logistics, and air freight. The sector's export value of over €6 billion represents a vital pillar of Dutch trade, innovation, and employment — with Schiphol serving as the beating heart of this ecosystem.

Beyond its economic importance, the flower industry is also embracing the challenge of sustainability. The sector continues to invest in digital logistics, Sustainable Aviation Fuel (SAF), next-generation fuel-efficient aircraft, smart temperature monitoring, optimised packaging, and data-driven efficiency — all aimed at reducing its carbon footprint. Many initiatives are underway, but significant challenges remain ahead. Collaboration across the value chain remains key to driving meaningful progress.

Together, Air France KLM Martinair Cargo, Royal FloraHolland, and the Schiphol logistics community exemplify the Dutch ability to combine tradition with innovation — ensuring that the Netherlands remains the beating heart of the global flower business for generations to come.

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Sources:

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About Air France KLM Martinair Cargo

Air France KLM Martinair Cargo serves as the Air France-KLM Group's dedicated air cargo business and a leading global provider of air cargo services, offering a wide range of reliable and innovative cargo solutions. With an extensive network spanning over 210 destinations worldwide, Air France KLM Martinair Cargo leverages the combined fleet (passenger and freighter) and expertise of Air France, KLM Royal Dutch Airlines, and Martinair to deliver seamless airfreight services.

Our commitment to excellence is reflected in state-of-the-art facilities, dedicated cargo aircraft, and industry-leading technologies. We prioritise safety, efficiency, and sustainability in all operations, ensuring that its customers' cargo reaches its destination on time and in perfect condition. Whether for general cargo transport or specialised shipments such as perishables, pharmaceuticals, or high-value goods, Air France KLM Martinair Cargo provides bespoke solutions tailored to specific requirements.

Our experienced team of professionals is dedicated to delivering exceptional customer service and support, establishing us as a trusted leader in air cargo logistics.

Air France Cargo and KLM Cargo are members of SkyTeam Cargo (www.skyteamcargo.com).

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