

# Berl Thomas and Associates, Inc.

Bringing Cultures Together For Over 20 Years



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April 2009

## Hortiflorexpo China 2009



Transfar Seedling Company

The 11th Hortiflorexpo China was held April 1 to 4 with 370 exhibitors including 64 from international companies.

There were 17,377 visitors to the show including 273 foreign visitors from 30 countries.

The Netherlands had 27 companies at the show and they

had their own "Holland" pavilion. Taiwan was second with 8 companies and Germany and the USA had 5 each.

Other countries and regions represented were Belgium, Japan, Italy, Denmark, Sweden, UK, Switzerland, France, Korea, Israel and Hong Kong.

International companies at the show specializing in young plants and Hi-Tec supplies for greenhouse plant production. Some Holland companies included Vitro Plus, Anthura, Florama, AVO Anthurium, Braam Young Plants, Javo and Priva to name a few.

The USA was represented by Rough Brothers Greenhouses, Rainforest Flora, K-Rain Manufacturing, Kohler Engines and Berl Thomas and Associ-

ates.

In these uncertain economic times you never know if people will attend the show and if exhibitors will cancel. In all appearances all the exhibition booths were filled and the show was larger than in previous years. International visitors attending seemed to be very busy talking to the domestic exhibitors. Domestic exhibitors felt that the number of discussions with international buyers were down from 40% to 10% this year and seemed to be the number one criteria on the minds of the Chinese exhibitors. International exhibitors found their activity very strong as the domestic companies continuing to investigate products, services and companies from abroad.

## Dalian Century Seed and Ball Horticulture China

Dalian Century Seed announced on April 3 at the Hortiflorexpo of a pending New Joint Venture company where Ball Horticulture would partner with them to increase the technology and service to the Chinese growers.

Dalian Century has had a strong

relationship with PanAmerican beginning in 1993 as a seed distributor in China. In 2002 Dalian Century Seed and PanAmerican started one of the first flower seed pack trials in China and has been successful to introduce quality professional flower seed

to the emerging flower industry in China.

Now both Dalian Century Seed (China) and Ball Horticulture (USA) plan to strengthen the relationship by forming a joint venture giving Ball Horticulture a vested interest in China.



Greenhouse Horticulture

China Richland Sources  
Horticulture Information  
*A Bridge Between You and China*



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## New Spectrum Light Brochure — Understanding Light



TO MEASURE

TO KNOW

TO MANAGE

Often we take light for granted and we do not take the time to understand the different types of light and

light measurements. This light brochure from Spectrum Technologies explains light in its different forms and helps us understand what we are measuring and why.

In the business of growing plants we want to know how much Photosynthetically Active Radiation (PAR) light our plants are receiving. PAR light is the wave length of light plants use for growth. When you study the PAR and Far-Red light we can begin to understand why plants stay compact or stretch as

we grow them in a greenhouse to get the maximum number of plants and still have that are high quality, compact and sturdy finished flowering plants.

Growing plants under a higher density alters the ratio of Red-light to Far-Red which promotes plant to stretch and this is one reason growth regulators are required when producing seedlings high density plug trays.

[Spectrum Light Brochure](#)

BTA — Spectrum Distributor



Greenhouse Horticulture



## New Phalaenopsis Company with Years of Experience

[Tianjin Littlebees Orchids](#) Biotechnology Co., Ltd was established in June 2007, located in TEDA, Tianjin, China. As a professional Phalaenopsis tissue cultivator and distributor, we provide various top quality Varieties of Phalaenopsis virus-free TC and mature Phalaenopsis plants to customers world-wide. Littlebees plants are virus tested to assure our customers will receive the best quality possible.

Littlebees professional management and cultivation



team has over 10 years experience and outstanding professional production management skills and maintaining sanitary facilities throughout the entire production of Phalaenopsis. Littlebees are consistently working

towards the satisfaction of customers by abiding by a policy of integrity and providing products of quality.

Communication with this company is easy through Henry Hu.

Contact: [Henry Hu](#) for Info.



立特比兰业  
LITTLEBEES ORCHIDS

## Advertise Your Company in the BTA China Newsletter

Everyone is looking how to expand their market and China is continuing to expand. How do you get the visibility for your company with a controlled budget.?

One way to promote your products and company is **through BTA's direct China eNewsletter** or one of the

leading China Flower publications. **BTA's eNewsletter** will be sent directly to thousands of China flower industry leaders. China is a dynamic market but you have to have the relationships and connections for the Chinese to respect you.

If you are looking for dis-

tributors, product introduction and expansion into the Chinese market you might want to consider [Berl Thomas and Associates, Inc. \(BTA\)](#) as a method for achieving your expansion goals.

If you are interested in ideas on how to expand into the China market, BTA link.



Berl Thomas, Ph.D.

# May 2009

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
<i><u>AgriTech Israel, Tel Aviv</u></i>						
10	11	12	13	14	15	16
<i><u>RHS Chelsea Flower Show, London</u></i>						
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## The Flower Industry Can Shine in This Economy

When the economy finds itself on a downturn people readjust their spending habits. Our conservative nature rules and we look at ways to **make our friend's and love one's feeling happy.**

What better way than to **"Say it With Flowers"**. History has demonstrated to us that the flower industry including flowering pot crops and the cut-flowers has survived very well. In fact we have seen an increase in some segments of the industry.

What this trend needs is for

everyone to think about promotion of their flowering products to plant the seed in the minds of the consumer.

Spend more not less on promotion and advertising. Spend more on colorful plant **tags and give "Knock Your Socks Off Customer Service"**. Make the customer feel good and make him want to come back in your store.

I think the independent garden centers have a big chance to not only survive but grow the business. People want to feel good, so give

them a chance. When you see a customer go ask them if you can help them, ask if they have any questions and make them feel welcome.

Everyday you should ask your staff what went right and what went wrong. Any customer having a bad experience deserves your personal attention and the personal attention of the owner.

Be aggressive with your service and if you do not know the answer to a question find someone that does and be quick about it. Berl Thomas

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