Presentation Floridata - Wesley van den Berg (Floridata)

Who we are and what do we stand for?
- Floridata collect and convert data into insights for participants.
- Insights on Market information, Credit information (defaulters) and Sustainability.
- Participants pay a contribution fee based on their turnover and share all data on debtors, invoices and payments.
- Insights are also used for lobbying (Brexit, trade barriers) and COVID subsidies, the Ukraine conflict.

Market information
- Monthly export and import figures for the top 30 countries, split up into product groups (SPC classification) and sales channels.
- Benchmark functions and company ranking.
- Sector performance and monitoring.

Key success factors
- Trust in our data handling and security.
- Together strong by sharing data, every party in it’s own role.
- Facilitating role in closed chain collaborations and transparency, and sector performances.
- Non profit organisation, open for collaborations when it contribute to the collective strategy and benefit of our participants.

Worldwide horticulture template
1. Start leading group of countries: create a template for better and more detailed insights in physical and trading streams, from grower to consumer.
2. Connect other countries to grow to a worldwide horticulture template.

Questions and closing