

The Fresh - Cut Flower Trade between the Province of Yunnan (China) and The ASEAN



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ABSTRACT: This paper summarizes and analyzes the overview of import and export situation of fresh-cut flowers in the Province of Yunnan (China) in recent years. It focuses on the import and export volume of the fresh-cut flowers between Yunnan province and ASEAN, as well as the trade development status and some new trend of trading. The paper also predicts the future of development prospects and the trend of fresh-cut flower trade between Yunnan and ASEAN according to the "One Belt and One Road" policy of China. In the end, the author proposes solutions to further enhance Yunnan's export capacity, improve the competitiveness of Yunnan's international market, as well as promote fresh-cut flower trade between Yunnan and ASEAN, and achieve mutual benefits.

KEYWORDS: Yunnan, ASEAN, fresh-cut flower, trading, fact, solution.

INTRODUCTION

As China's trade cooperation with neighboring countries and regions continues to strengthen Yunnan's agricultural product trade with Southeast Asian countries (ASEAN) and South Asian countries, is an important part of China's agrarian product trade (He Min, 2019). Yunnan is an important province along the "Belt and Road" policy since it is the frontier and window of China to the southwest. Yunnan borders Vietnam, Laos, and Myanmar and it is connected to Thailand, Cambodia through the Lancang-Mekong River. Yunnan has a unique location. It is remarkably beneficial in opening up to ASEAN and the most convenient land route for China to ASEAN (Qi Yuanling, 2019). Yunnan is the main production area of fresh-cut flowers in China, and also the center of Southeast Asian & South Asian domestic flower markets (Ji Xiangsheng, 2017). Yunnan fresh-cut flowers, mainly in Kunming, account for 75% of the Chinese market. In 2017, the export volume of flowers (outside the province and abroad) reached more than 90%. Relying on the advantage of resources, the fresh-cut flower industry is one of the main industries in Yunnan Province. Promoting the development of the fresh-cut flower industry is conducive to promoting Yunnan's poverty alleviation and achieving rural revitalization (Zhan Tiejing, 2022).

This study uses fresh-cut flowers as the main research object. By collecting and analyzing a large amount of literature and field survey data, it evaluates the current situation and development trend of fresh-cut flower import and export trade between Yunnan and ASEAN. Based on the analysis and sorting, combined with the actual situation of Dounan - the main production area of fresh-cut flowers in Yunnan, specific countermeasures and suggestions are proposed to promote the development of fresh-cut flower trade between Yunnan and ASEAN.

RESEARCH METHODS

Combination of Literature, Data Analysis, Investigation

Through investigation, research, review of relevant literature, and statistical data, this paper analyzes the changes in China's fresh-cut flower trade, the current situation of fresh-cut flower trade between Yunnan and ASEAN, and predicts the development prospects of fresh flower trade between Yunnan and Southeast Asia. Field research was conducted in Dounan, Kunming City, Yunnan Province - the main production area of fresh-cut flowers in China. Investigations and research were conducted on the Dounan flower market and some flower companies. Problems in production and sales trade were found, and measures to improve the flower industry chain, especially the supply chain, were proposed.

Questionnaire Survey

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Questionnaire surveys were conducted in Dounan’s large flower market, international flower auction, trading center, and with local farmers to collect data and analyze the current development prospects of flower trade between Yunnan and ASEAN.

The main contents of the questionnaire are:

- ❖ *Basic information part*: merchant attributes, transportation routes, export status, and development status of the flower processing industry
- ❖ *For growers*: planting scale, planting technology, planting cost, planned investment, variety source, and relevant policies
- ❖ *For trade*: trade prospects and trading platforms, e-commerce platforms, and supply chains in Southeast Asia.

LITERATURE REVIEW

Current status of fresh-cut flower exports in Yunnan Province

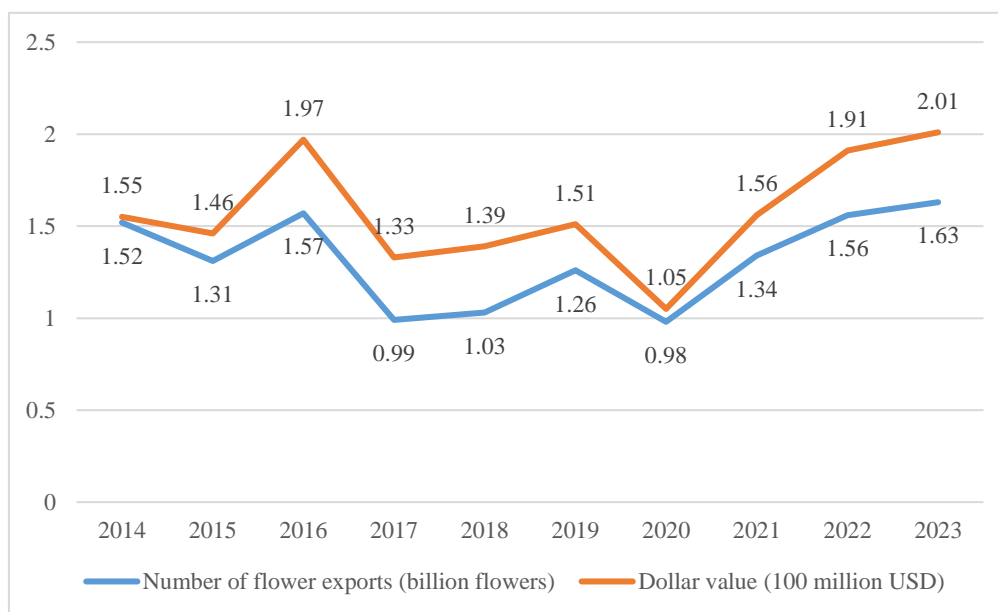


Figure 1. Yunnan Province’s fresh-cut flower exports in the past decade
 (Source: Yunnan Customs, China’s Ministry of Commerce)

As can be seen from Figure 1, the export volume of fresh-cut flowers in Yunnan Province has been fluctuating. From 2014 to 2016, the export volume of fresh-cut flowers was stable between 1.3 billion and 1.6 billion branches. However, by 2017, the export volume of fresh-cut flowers in Yunnan Province had dropped significantly to only 990 million branches. It rebounded slightly in 2018, but it was still lower than in previous years. In addition, affected by the global COVID-19 pandemic, the export volume and value of fresh flowers in Yunnan Province fell to the lowest point in nearly a decade in 2020 but began to return to normal levels and grow steadily in 2021 (Zhan Yijing, 2022).

As can be seen from Figure 1, the trends reflected by the relevant data on the export volume and value of fresh-cut flowers in Yunnan Province are consistent. It can be predicted that the export volume and value of fresh-cut flowers in 2024 will continue to rise.

The ratio of Yunnan’s fresh-cut flower exports to ASEAN

Unit: %

YEAR \ COUNTRY	2021	2022	2023
Bruneig	0.09	0.09	0.06
Cambodia	1.17	0.87	0.57
East Timor	-	-	-
Indonesia	0.26	0.21	0.36
Laos	0.06	0.05	0.049
Malaysia	3.15	2.43	2.77
Myanmar	18.87	17.04	5.59
Philippines	1.56	1.43	1.07

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Singapore	5.50	4.57	3.20
Thailand	9.10	7.48	4.57
Vietnam	60.23	65.82	81.77

Table 1. Yunnan Province's fresh-cut flower exports to ASEAN in 2021-2023

(Source: Yunnan Customs, China's Ministry of Commerce)

As can be seen from Table 1, the quantity of fresh-cut flowers exported from Yunnan Province to ASEAN in 2021 varies greatly. The main importing countries are Vietnam, Malaysia, and Thailand, accounting for 88.20% of the total share, of which Vietnam accounts for the largest share, accounting for more than half of ASEAN. In 2022, the main exporting countries of fresh-cut flowers from Yunnan to ASEAN will be Vietnam, Thailand, and Myanmar, accounting for 90.34% of the export proportion of the entire ASEAN countries. In 2023, the export volume of fresh-cut flowers from Yunnan to Myanmar and Thailand decreased compared with 2022, while Vietnam increased strongly, reaching 81.77% of the export share, and Malaysia remained the same.

The ratio of Yunnan's fresh-cut flower exports to ASEAN to Yunnan's the region exports

Unit: USD/%

Country	2021	2022	Degree of increase and decrease	2022	2023	Degree of increase and decrease
Brunei	55,130	75,120	36.26	75,120	69,423	-7.58
Cambodia	680,235	730,336	7.37	730,336	615,530	-15.72
East Timor	-	-	-	-	-	-
Indonesia	151,044	177,209	17.32	177,209	383,289	116.29
Laos	36,530	43,462	18.98	43,462	53,320	22.47
Myanmar	1,839,088	2,039,116	10.88	2,039,116	2,985,222	46.40
Malaysia	11,008,490	14,276,673	29.69	14,276,673	6,020,651	-57.83
Philippines	908,427	1,200,300	32.13	1,200,300	1,149,684	-4.22
Singapore	3,210,344	3,827,653	19.23	3,827,653	3,445,588	-9.98
Thailand	5,310,389	6,269,667	18.06	6,269,667	4,924,269	-21.46
Vietnam	35,130,470	55,151,023	56.99	55,151,023	88,127,839	59.79
Total	58,330,147	83,790,559	43.65	83,790,559	107,774,815	28.62

Table 2. Yunnan Province's fresh-cut flower exports to ASEAN in 2021-2023

(Source: Yunnan Customs, China's Ministry of Commerce)

As can be seen from Table 2, with the gradual recovery from the COVID-19 pandemic, Yunnan's exports of fresh-cut flowers to ASEAN in 2022 increased by 43.56% compared to 2021, while the growth in 2023 was only 28.62% compared to 2022. It is worth mentioning that Yunnan's exports of fresh-cut flowers to ASEAN showed positive growth in 2022, with Vietnam having the largest increase of 56.99%. Vietnam is still the country with the largest demand for Yunnan fresh-cut flowers in ASEAN. The export situation in 2023 is relatively complicated. There is a downward trend in other countries (except for Indonesia, Laos, Malaysia, and Vietnam). Among them, the export volume to Myanmar, Thailand, and Cambodia, the main fresh-cut flower trading partners of Yunnan, has dropped sharply. Myanmar's import and export trade has been affected by domestic political instability. In addition, the fresh-cut flowers imported by these countries are mainly used for tourism, celebrations, and conferences. The export quantity and export value will be affected by local holidays. These are the direct reasons for the decline in Yunnan Province's fresh-cut flower exports to ASEAN in 2023. Overall, Yunnan Province's exports of fresh-cut flowers increased. Another major factor is that China relaxed its control over the COVID-19 pandemic in 2023, and import and export trade, tourism, and personnel exchanges gradually returned to normal, so the export volume and export value of fresh flowers both increased.

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The ratio of Yunnan's fresh-cut flower exports to ASEAN to the country's total exports

Unit: %

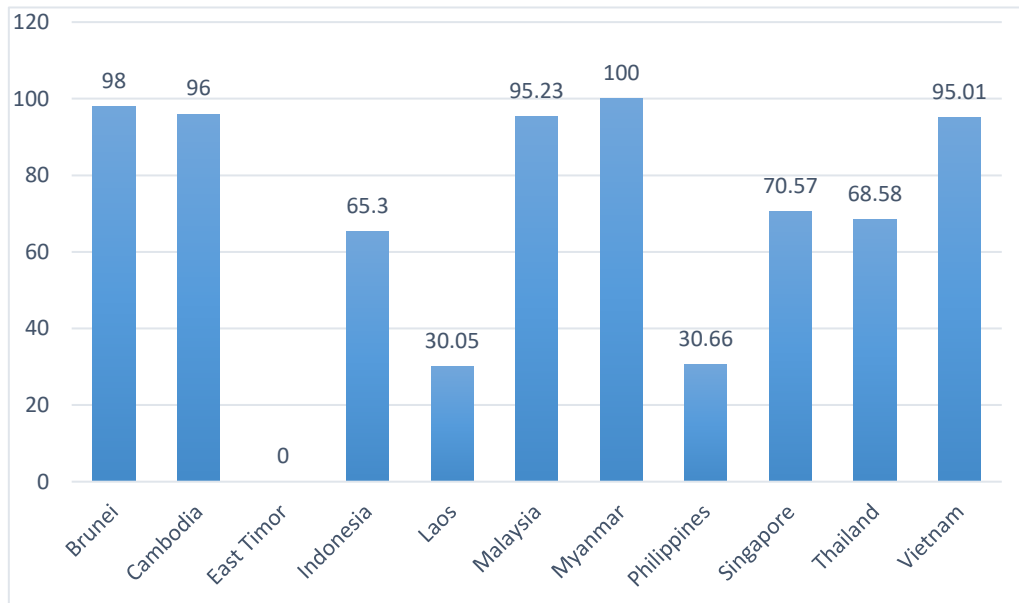


Figure 2. The ratio of Yunnan's fresh-cut flower exports to ASEAN to China's total exports in 2021

Figure 2 shows that the COVID-19 pandemic in 2021 reduced Yunnan's fresh flower exports to ASEAN. Only Myanmar accounted for 100% of the export volume of fresh-cut flowers. The export volume to Cambodia, Indonesia, Malaysia, Singapore, Thailand, and Vietnam also accounted for more than 65% of the national total. The proportion of other countries was relatively low, and there was no fresh-cut flower export transaction to Timor-Leste.

Unit: %

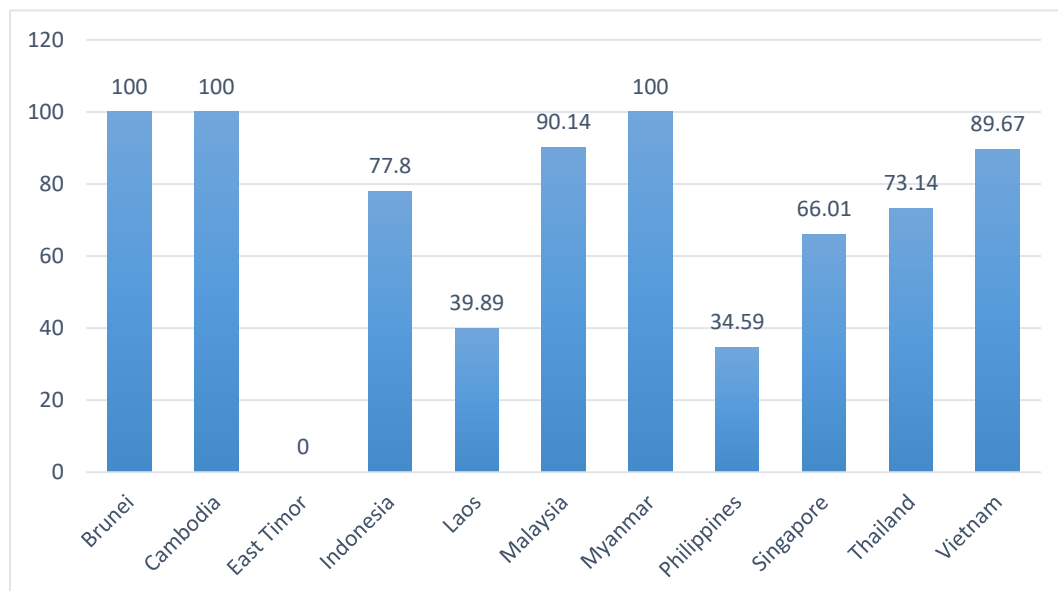


Figure 3. The ratio of Yunnan's fresh-cut flower exports to ASEAN to China's total exports in 2022

As shown in Figure 3, the proportion of fresh-cut flower exports from fresh-cut flower export enterprises registered in Yunnan to different ASEAN varies across the country. In 2022, Yunnan's freshcut flower exports to Brunei, Myanmar, and Cambodia accounted for 100%; exports to Indonesia, Malaysia, Singapore, Thailand, and Vietnam also accounted for more than 60% of the country; exports to Laos and the Philippines accounted for about 40%; and there was no fresh-cut flower export transaction to East Timor.

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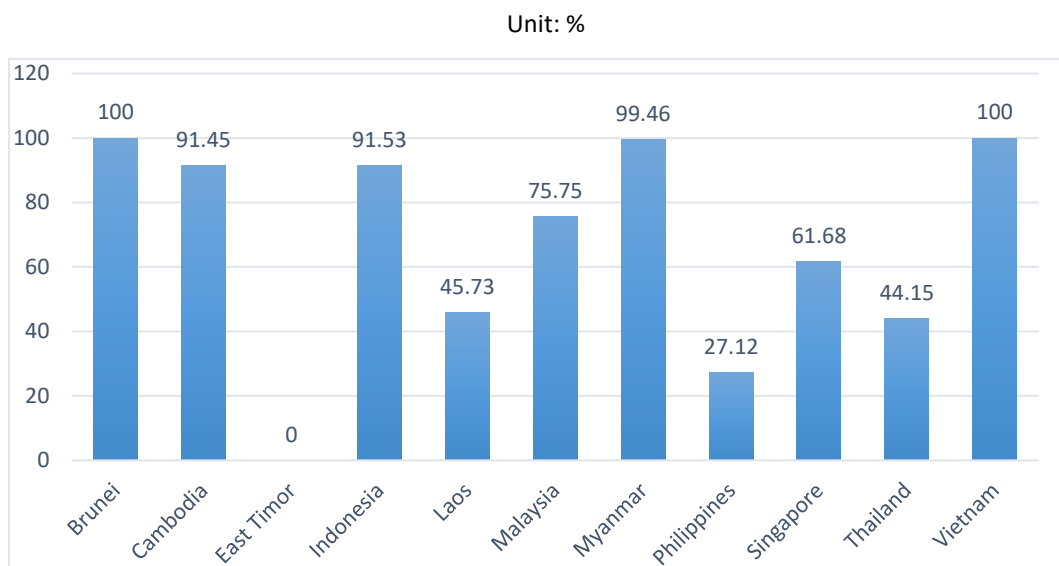


Figure 4: The ratio of Yunnan's fresh-cut flower exports to ASEAN to China's total exports in 2023

As shown in Figure 4, Yunnan's fresh-cut flower exports to Brunei and Vietnam accounted for nearly 100% in 2023; the proportion of exports to Laos, Indonesia, and Vietnam increased compared to 2022; and the proportion of exports to Cambodia, Malaysia, Myanmar, the Philippines, Singapore, and Thailand all decreased. In 2023, Yunnan still had no fresh-cut flower exports to East Timor.

The decline in the proportion of export value means that the market share of Yunnan's fresh-cut flower export enterprises has declined. The previous analysis mentioned that the main reason for the decline in Yunnan's fresh-cut flower exports to ASEAN in 2023 is the sharp decline in exports to Yunnan's main fresh-cut flower trading partners (Myanmar, Thailand, and Cambodia). As can be seen from Figures 2 and 3, the market share of Yunnan's fresh-cut flower export enterprises in Malaysia, the Philippines, and Singapore in 2023 also declined, which means that the decline in Yunnan's fresh-cut flower exports to ASEAN is partly due to the decline in the market share of Yunnan's fresh-cut flower export enterprises. In addition, reports show that the opening of the China-Laos Railway has played a positive role in promoting Yunnan's export trade to Laos. In 2022, Yunnan exported 4,300 tons of fresh-cut flowers to Laos through Mengla Customs supervision, and in 2023 it was about 5,360 tons (Yuan Zeyu, 2024), and the proportion of exports to Laos is increasing year by year.

Yunnan's import of fresh-cut flowers from ASEAN

Unit: USD/%

Country	2022	2023	Degree of increase and decrease
Vietnam	1,923,340	2,470,450	28.45
Thailand	13,280,692	14,692,800	10.63
Malaysia	32,240	28,352	-12.06
Total turnover	15,236,272	17,191,602	12.83

Table 3. Yunnan Province's import volume of fresh-cut flowers from ASEAN

(Source: Yunnan Customs, China's Ministry of Commerce)

As can be seen from Table 3, Yunnan has relatively few trading partners in the fresh-cut flower import market, and they are mainly concentrated in three countries in Southeast Asia. In 2022, the total trade volume of fresh-cut flowers imported by Yunnan from ASEAN increased compared with 2023. Among them, the trade volume of fresh-cut flowers imported from Vietnam and Thailand increased, and the trade volume of fresh-cut flowers imported from Malaysia decreased. The main countries for Yunnan imports fresh-cut flowers are Thailand and Vietnam, among which Yunnan's trade share of fresh-cut flowers imported from Thailand accounts for the vast majority.

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Types of fresh-cut flowers imported by Yunnan from ASEAN

Fresh-cut flowers imported by Yunnan from ASEAN are mainly orchids and chrysanthemums, especially orchids, which account for 84% of the transaction share. Orchids are mainly imported from Thailand, and chrysanthemums are mainly imported from Vietnam. Among the fresh-cut flowers imported by China from Thailand, orchid flower arrangements and flower buds account for the vast majority, accounting for 99.85%. Among the fresh-cut flowers imported from Vietnam, chrysanthemum flower arrangements and flower buds account for the vast majority, accounting for 98.86% (Li Qin, 2019). In Southeast Asia, Vietnam and Thailand maintain the most stable two-way trade in fresh-cut flowers with Yunnan Province. Particularly, the import and export trade volume of fresh-cut flowers between Vietnam and Yunnan has maintained stable two-way growth.

FINDINGS AND DISCUSSION

Basic production situation

After investigation, it was found that Yunnan mainly imports fresh-cut flowers from Thailand. At present, most of the fresh-cut flowers cultivated in Yunnan are new varieties of roses. The planting infrastructure is complete. Among the growers in the province, 92% of them choose steel-frame greenhouses, and 77% have sprinkler and drip irrigation facilities (Jin Huancheng, 2023). Fresh-cut flower sales are mostly scattered and small. In the survey, only 54% participated in organizations such as flower production cooperatives. Among the enterprises participating in the cooperatives, only 43% said that they were very helpful, and 57% reported that the help was limited. Among them, when talking about future plans, 22% of people have plans to expand the scale of production, and 78% have no plans to expand the scale.

Regarding the price fluctuations of fresh-cut flowers, all those surveyed believed that the price of fresh-cut flowers fluctuated. Among them, 78% of people believed that the changes were large, and 22% believed that it was a cyclical change and a normal law of the fresh-cut flower market. In this questionnaire survey, it was found that there are mainly the following ways to obtain new flower varieties: domestic agencies in China introduce them from abroad; agencies purchase new varieties cultivated in China; obtain new varieties directly from domestic breeding companies; and introduce new varieties through international flower auction centers. In the survey, 77% of producers said that the cost of introducing new varieties is very high; 31% of people said that the investment in new varieties is cost-effective and the new varieties have high profits; 31% of people said that it is average; 23% of people said that it is not cost-effective, but they still agree to buy; and 15% of people said that it is not cost-effective and will reduce investment in new varieties.

The most popular way to obtain technical help is to get it from friends and peers, followed by promotion stations, company promotion, school learning, or reading books. 67% of people use technology. The investment cost is high at the beginning, and it is average in the later stage; 25% of people said that it has always been high, but they have to use it; 8% of people said that it is not high and are willing to invest in flower planting technology.

Basic sales situation

Through the survey, it was learned that most people mainly use exchanges for auctions, and some sign contracts with large flower companies, directly purchase and sell flower vendors, e-commerce platforms, Douyin platforms, online live streaming, WeChat orders, and other emerging trading models. 50% of people have used cross-border e-commerce platforms to sell to foreign countries (Southeast Asia and South Asian countries); 38% of merchants use Douyin platforms and live streaming to sell; and 12% of merchants have heard of it but have not used it. For imported and exported flowers, 82% of people choose to trade at Kunming International Flora Auction Trading Center (Kunming International Flora Auction Trading Center, abbreviated as "KIFA"), and 18% choose other methods, including agency sales, international trading companies, Alibaba platforms, and other channels.

In the survey, only 38% of people exported fresh-cut flowers to Southeast Asia, and 62% did not. Fresh-cut flowers are mainly sold in Thailand, Singapore, Malaysia, Laos, and Vietnam. In the survey, most people believed that the reason why Yunnan Province's share of foreign exports is not high (especially in South Asia) is that the production scale is small (small peasant economy model) and the transportation cost is high. The second is that it does not conform to the consumption habits of Southeast Asia and South Asia, the domestic market is developing rapidly, and the export profit is low. With the advancement of the "Belt and Road" policy, 49% of people said they have plans to expand the export of fresh-cut flowers to ASEAN, 33% said they have no plans, and 28% said it depends on the situation.

Basic information on logistics

Regarding the mode of logistics transportation, 57% of people choose air transportation, 29% choose land transportation, and a small number of people choose other modes of transportation, such as the China-Laos International Railway. Most people believe that after the opening of Kunming Changshui International Airport, Kunming-Bangkok International Highway, and China-

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Laos International Railway, the transportation time will be shortened, the cold chain transportation will be more complete, and the freight rate will be reduced, which will play a positive role in promoting the transportation of fresh-cut flowers to Southeast Asia. For the mode of transportation, 71% of people use cold chain transportation, and 29% do not use cold chain transportation.

Discussion

By analyzing the trend of changes in the trade volume of China's fresh-cut flower export market, the export volume of fresh-cut flowers in Yunnan is predicted. Since China's export trade volume of fresh-cut flowers has shown a stable growth trend, and Yunnan is one of the most important markets (Jin Huancheng, 2023), it is expected that in 2024 and the next years, the export volume and export value of fresh-cut flowers between Yunnan and ASEAN will further increase, showing a stable growth trend.

At the same time, with the implementation of the "Belt and Road Initiative", the number of countries to which Yunnan exports fresh-cut flowers will further increase. The interconnection will not only facilitate the trade of fresh-cut flowers but also save costs, enhance international market competitiveness, and give play to the huge potential of Yunnan's fresh-cut flower exports.

There are obvious differences in the categories of fresh-cut flowers imported and exported between Yunnan and Southeast Asia. Two-way trade can complement the markets of fresh-cut flowers in various countries. That is Yunnan exports temperate fresh-cut flowers to tropical regions, while ASEAN export tropical fresh-cut flowers to Yunnan. In the future, it is expected that Yunnan's imports of fresh-cut flowers from ASEAN will continue to grow to meet the demand for tropical fresh-cut flowers in the Chinese mainland market. However, it is still very difficult to solve the problem of single-importing countries and imported varieties and promote a breakthrough in Yunnan's import of fresh-cut flowers.

Due to the geographical advantages of Yunnan's geographical proximity to ASEAN, with the implementation of China's "Belt and Road" strategy, the acceleration of Yunnan's construction of the South Asian radiation center, the advancement of the construction of the international channel connecting Southeast Asia, the opening of the Pan-Asian Railway, and the increase in air routes, transportation convenience will be greatly improved, and Yunnan's fresh-cut flower import and export companies will have better advantages in operating fresh-cut flower import and export businesses (Qin Weina, 2019). Yunnan flower companies should seize this opportunity to open a cold chain transportation channel for fresh flowers and increase import and export transactions of fresh-cut flowers with ASEAN.

CONCLUSION AND RECOMMENDATION

To further stabilize exports to Southeast Asia, enhance Yunnan's export capacity of fresh-cut flowers to countries along the Belt and Road, and improve the competitiveness of Yunnan's flowers in the international market. This paper proposes measures and suggestions for the production and supply, sales, and logistics links to promote the accelerated development of fresh-cut flower trade between Yunnan and ASEAN. The recommendations were made based on the changes in the import and export trade of fresh-cut flowers between Yunnan and ASEAN in recent years and the results of future forecast analysis. The details as following:

Firstly, promote the scale of fresh-cut flower production

Compared with other major fresh-cut flower-producing areas in the world, Yunnan's fresh-cut flower production is fragmented and urgently needs to integrate production capacity. Take Kenya's fresh-cut flower industry as an example. Most of its flower production enterprises are larger than 40 hm². In Colombia, the smallest rose-planting enterprise has 20 hm² (Chen Rui, 2021). However, the scale of fresh-cut flower production in Yunnan is not high, the product quality is uneven, it is difficult to obtain high-quality fresh-cut flowers in the auction market, and the quality is unstable, which is not conducive to foreign export. 54% of the surveyed people have joined flower production cooperatives. The total planting area of most flower production organizations exceeds 5 hectares, and the largest planting area reaches 26 hm². Flower production cooperatives have greatly integrated growers, which is conducive to promoting large-scale production operations. However, the growers in the production organizations are not closely integrated, and most production operations are loose and have not formed cohesion. In the survey, 43% of the people said that the flower production cooperatives have been of great help to them, while 57% said that the help is limited. Therefore, promoting the standardized and large-scale production of fresh-cut flowers in Yunnan is the only way to develop Yunnan's fresh-cut flower industry.

Secondly, improving the output and quality of fresh-cut flower products

Through the questionnaire survey, it was learned that in terms of variety selection, 85% of the fresh-cut flower producers surveyed mainly planted new varieties, and there are many channels for producers to obtain new varieties. Among them, 50% said that they would introduce new varieties from abroad through domestic agencies, 30% purchased new varieties cultivated domestically through agencies, and 20% directly obtained new varieties from domestic breeding companies. At present, most

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varieties circulating on the market are bred abroad. Although the number of varieties bred domestically is comparable to that of foreign varieties, relatively few are put on the market. Among the producers surveyed, 50% said that the initial investment cost of purchasing new varieties is their main expense. Therefore, first of all, we should encourage scientific research institutions to strengthen scientific and technological innovation and breed high-quality new, special, and unique varieties. Secondly, we should standardize the management of the introduction of foreign varieties so that truly high-quality varieties can enter the market conveniently and quickly, reducing the harm to farmers. In terms of improving production management technology, fresh-cut flower production management technology is a key link to improving the quality of flowers. Due to the wide variety of flower varieties and diverse cultivation techniques, the technical requirements for agricultural practitioners will also become higher and higher. Therefore, Yunnan's fresh-cut flower enterprises should strengthen the skills training of production managers, cultivate professional talents who love the industry and understand technology, and gradually develop fresh-cut flower production management in a scientific and professional direction.

Thirdly, improve post-harvest processing

A complete post-harvest processing system can effectively extend the vase period of fresh-cut flowers, reduce losses during transportation, and improve the quality of fresh-cut flowers. At present, most growers carry out post-harvest processing by themselves, and the processing technology is uneven, which is not conducive to the standardized operation of large-scale fresh-cut flowers. Therefore, it is a major measure to improve the competitiveness of the fresh-cut flower market to carry out research on post-harvest processing technology for fresh-cut flowers, standardize processing procedures, formulate relevant post-harvest processing quality standards for fresh-cut flowers, and manage the classification of fresh-cut flowers.

Forthly, Sales link

Yunnan's fresh-cut flower enterprises should increase the construction of a flower e-commerce trading platform, promote remote auction transactions, and establish a sales network with multiple sales channels. Although the sales channels of fresh-cut flowers in Yunnan are diverse, they are mainly concentrated in KIFA auctions and electronic trading center auctions. The rate of transactions through e-commerce platforms and live broadcast platforms is still relatively low. The relevant person in charge of FloraHolland in the Netherlands expects that in the future, e-commerce platforms will completely cancel physical auctions, conduct online transactions directly with terminal buyers through remote auction systems, and establish online digital trading platforms with producers and traders, providing auction pre-sales, online purchases, and online stores. E-commerce platforms allow people to see the development prospects of the "Internet + fresh-cut flowers" operation model. The biggest advantage of e-commerce is that consumers can buy anytime and anywhere, and producers can obtain feedback from consumers to further improve product quality and provide consumers with personalized customization services. E-commerce builds a bridge of communication between producers and end consumers. There is no middleman to earn the difference, and consumers buy at a more affordable price while producers get greater benefits. E-commerce will undoubtedly become a link between end consumers, small flower shops, and fresh-cut flower producers. Therefore, increasing the construction of flower e-commerce trading platforms, promoting remote auction transactions, and establishing a sales network with multiple sales channels are inevitable choices for the healthy development of Yunnan's flower industry.

Fifthly, Logistics Link

Cooperating with third-party logistics to carry out technical research; facility matching for key links in fresh-cut flower transportation; and building a cost-saving and efficient transportation network are mandatory to enhance Yunnan's export capacity. A sound logistics and transportation system is an important support for ensuring the quality of fresh-cut flowers and market expansion. The Netherlands could become the distribution center of fresh-cut flowers of the world thanks to a developed logistics and transportation system for fresh-cut flowers. The country establishes a fresh-cut flower transportation system, improves the cold-chain transportation system, carries out refined production management, and improves the uniform quality of the products of collective growers. In addition, the nation strengthens cooperation with professional logistics companies, achieves seamless connections with the consumer market, shortens transportation times, improves the quality of fresh-cut flowers, and strives to build itself into a high-standard logistics distribution center to quickly and efficiently send fresh-cut flowers from planting bases to all parts of the country and the world.

Sixthly, take advantage of Yunnan's geographical advantages to strengthen cooperation in the import and export of fresh-cut flowers with ASEAN

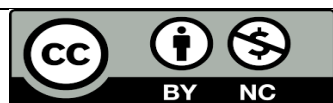
In the next few years, Yunnan's fresh-cut flower export enterprises should take ASEAN and developed countries with high consumption levels, such as South Korea and Japan, as their main target markets. However, enterprises must also take into account the development of the fresh-cut flower export market in ASEAN. Yunnan's fresh-cut flower export enterprises should take advantage of their geographical advantages and convenient transportation to ASEAN to continuously explore the potential

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of the fresh-cut flower market in Southeast Asia and increase their market share. Yunnan's fresh-cut flower planting enterprises should continuously improve the quality of fresh-cut flowers, optimize the management of the industrial chain, reduce costs to meet market demand, provide buyers with more favorable prices and more personalized services, and at the same time obtain more stable order growth by expanding the company's sales channels.

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