

PRESS INFO

Kuehne+Nagel South and Central America

Kuehne+Nagel: Valentine's Day, a key time of growth for the region's floral industry

- **Roses, carnations, and bouquets lead the season as part of Valentine's Day.**
- **The main destination market is the United States, followed by Europe and Canada.**

Santiago/Chile, February 20th, 2023 – Every year Kuehne+Nagel, one of the world's leading companies in sea and air logistics, positions itself as a key partner for the Latin American flower industry. This period of the year stands out for being the one in which the largest quantity of flowers, especially roses, are exported to key markets such as the United States, Europe, and Canada.

Flowers are one of the main exported products in Latin America. Colombia and Ecuador stand out as the second and third largest sellers internationally, with 326 and 168 thousand tons, respectively, according to Expoflores' data, with roses, carnations, and bouquets leading the season. This makes the flower industry an important source of income for thousands of South American families.

Although this season was not free of uncertainties due to factors such as the weather, Kuehne+Nagel, one of the main leaders in the flower industry, contributed to the mobilization of the largest amount of stems in the aviation sector with the support and participation of its strategic partners.

According to NRF, Americans spent almost \$24 billion on Valentine's Day last year, with flowers as one of the most popular gifts, with a 37% preference. As part of the strategy, in Ecuador, Kuehne+Nagel increased its warehouse receiving capacity by 36%, improving infrastructure with additional docks and extra refrigerated trailers. It also had the support of an expert and certified team to meet this season's demanding goal.

In addition, it is important to consider that air logistics allows a considerable reduction in delivery times and, in order to ensure that the flowers land at their destination while maintaining a high level of freshness, the logistics leader was supported by the charter operations of different airlines and business partners.

Horst Von Kanel, Senior Vice President Air Logistics for South and Central America at Kuehne+Nagel, comments: "We offer our

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infrastructure and expertise to cooperate closely with all players involved in the flower industry, which is one of the most promising markets for the region. Being prepared with the best logistics is fundamental to face this challenge.

Kuehne+Nagel has a specialized global infrastructure for the flower market, where strict temperature controls are applied for the entire cold chain in order to preserve both appearance and aroma. The specialized centers are located in Bogotá, Quito, Nairobi, Johannesburg, and Amsterdam, where the applicable documentation and regulations are also managed to ensure that the process of this delicate product is developed smoothly and quickly so that it reaches its destination in the best conditions.

Sustainability

In recent years, the logistics industry has manifested its intention to contribute to social and environmental challenges through available solutions and technologies.

In line with this commitment, Kuehne+Nagel offers its air logistics clients to contract SAF (Sustainable Aviation Fuel) for each of their freights. SAF is currently the most effective measure to significantly reduce the environmental footprint of air freight. Kuehne+Nagel's customers can easily opt to use SAF instead of fossil fuel for air logistics and benefit from low-carbon air cargo services — regardless of airlines used, origin or destination.

At the same time, the company is investing in projects to offset emissions produced when they cannot be avoided or reduced, initiatives in which its clients are also part of.

About Kuehne+Nagel

With more than 80,000 employees and more than 1,300 locations in more than 100 countries, the Kuehne+Nagel Group is one of the world's leading logistics providers. It operates in the maritime, air, road and contract logistics sectors, with a clear focus on integrated logistics solutions.