

# **SOGO joins Dümmen Orange: broadening its tropical plants offering with orchids**

The Netherlands / Taiwan, 13 July 2017 – Taiwanese orchid breeder SOGO has joined the Dümmen Orange family of businesses. With this step SOGO provides Dümmen Orange a unique entry into the orchid product group, at the same time broadening Dümmen Orange's offering in tropical plants and more than doubling its tissue culture capacity.

SOGO's activities are focused on breeding and tissue culture based propagation of orchids for key markets like USA, Brazil, South East Asia and Northwest Europe. In combination with the R&D capabilities, the grower customer base and the distribution network of Dümmen Orange this immediately creates a broader portfolio of products for growers and their customers.

"Becoming part of Dümmen Orange will enable us to continue our growth and deliver our extensive assortment to more customers worldwide by using their global network. We can also drive innovation by using their technical know-how to create better products and services" says Jeffrey Feng, Managing Director of SOGO. "It will offer a bright future for our company and our employees."

Yeunjoo Park, President Dümmen Orange Asia: "We are very excited to strengthen our position in the fast-growing Asian market. I believe SOGO's excellent products and supply chain will help us serve our clients better."

Biense Visser, CEO of Dümmen Orange: "We are very pleased that SOGO has joined us. This means that we make the next step in building our global position in the ornamental horticulture sector, it makes our footprint in people and products more diversified. Orchids represent an important product category in our industry with great growth opportunities. We will continue to identify further add-ons in the product group of Tropical Plants. Together with our growers and retail partners we will build on the



leading position and competencies of SOGO not only in Asia but also in the rest of the world "

## **SOGO**

SOGO is a Phalaenopsis young plant supplier located in Taiwan delivering plants to Europe, Americas, Asia, Oceania and Africa employing around 250 workers. The greenhouses have different functions like R&D and young plants production for the domestic market. Part of the greenhouses are certified by the USDA and AQIS, and may export to United States and Australia. Its new, modern tissue culture facilities are highly automated and meet the latest hygiene standards. One of SOGO Orchids' competitive advantages is the leading position in variety development. SOGO provides, together with its associated network of independent breeders, a wide range of product solutions to professional growers around the globe allowing them to create their unique product offerings to best meet regional market demands.

## **DÜMMEN ORANGE**

Dümmen Orange is a leading company in the breeding and development of cut flowers, bulbs, succulents, pot plants, bedding plants and perennials. Its annual turnover is around €260 m. The company employs over 7,000 people worldwide. In addition to a large marketing and sales network, Dümmen Orange has a diversified network of specialized production sites. The key to Dümmen Orange's success is a broad and deep product range, supported by a global supply chain. The company embraces its social responsibilities and invests in the health, safety and personal development of its staff.

### **More information:**

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