



There is no doubt that an efficient value chain is critical to determining the successful development of a South African export floricultural industry, and it is therefore critical to invest in the drivers of an efficient value chain, namely the enabling environment. The next section therefore details the strategic investments that must be made in the enabling environment to ensure that the floriculture export industry develops to a world-class standard. The elements of the enabling environment, as discussed earlier, are as follows:

- VI. Industry organisation**
- VII. R&D**
- VIII. Communication/MIS**
- IX. Human Resources**
- X. Financing**