

Europe market development

Africa and Asia business extension

Local market nationwide boost

Itching to rollout operations countrywide to upgrade local market as it enjoys firm grip on international stage

Bella Flowers has revealed a plan to increase their local market share from 30% by expanding operations to all 30 districts in Rwanda. Since commencing production in 2016, Bella Flowers has primarily served the market in the city of Kigali.

Officials say the high quality of the Bella Flowers largely explains the ever-growing international markets with firm grip in United Kingdom, Netherlands, Japan, South Korea, South Africa, Nigeria, Cameroon, Zimbabwe and Angola.



“Locally, we sell approximately 30% of our production. However, we’re developing a marketing strategy to ensure our products are available in all districts. Previously, Kigali City dominated our local market,” said Maria Casimiro, Chief Marketing Officer at Bella Flowers Ltd, during an interview with Rwanda Dispatch.

At its infancy, Rwanda’s leading rose grower and exporter embarked on the implementation of a five-phase plan, targeting local and international markets. Massive investment and rare commitment to production of high quality roses led to rapid expansion of the project and by 2024 the flower farms sits on a 90-hectare land, producing a stunning array of 16 rose varieties for domestic and export markets.



Notably, Bella Flowers Ltd cultivates a vibrant selection, ensuring the perfect bloom for every occasion. As of 2021, the flowers firm produced over 62 million stems and the management largely attributes the rise in production to expansion of cultivation land and modern agricultural technology .

Bella Flowers Ltd farms are situated in Kavumu sector in Rwamagana in the Eastern Province. There’re more than 16 varieties of roses on the splendid farms including

the timeless grace of pure white (Athena, Proud), the smoldering intensity of fiery red (Furiosa), and the mesmerizing allure of unique bi-colored blooms (Belle Rose). With such a vibrant spectrum of colours, Bella Flowers Ltd guarantees the perfect rose to make any occasion truly unforgettable.

At the sales office in Gikondo, every bloom whispers a unique story, just like the captivating beauty of roses. This philosophy blossoms into the local community through impactful awareness campaigns. Bella Flowers organize events like Valentine's Day celebrations gateways and exhibitions such as the Kigali International Flower Festival. Additionally, they partner with organizations like the Ministry of Agriculture, Bank of Kigali, and Kigali Fashion Week to showcase commitment to sustainability, community, and artistic expression.

Bella Flowers' production has soared, expanding market reach and increase in revenue. The company has seen impressive growth, with export revenues exceeding Rwf 7 billion in 2021. Local sales have also flourished, reaching over Rwf 1 billion.

It's Bella Flowers' prime location at Lake Muhazi, with its perfect altitude of 1,500 meters, that lends itself to the development of premium roses, says Claude Rwema, the Chief Farmer.



"Our prime location at Lake Muhazi fosters ideal growing conditions." As a result of this unique elevation, strong stems and perfect blooms develop, ideal for popular rose varieties."

Bella Flowers isn't just about beauty – they're dedicated to environmental responsibility and community empowerment. This dedication to ethical practices extends to their workforce, as they employ and empower neighboring communities, with a strong emphasis on promoting gender equality.

"This story of caring for the community and being socially responsible indicates to our market and clients that Bella Flowers is about people. People are the heart of this farm, and their hands and minds are what make our products for our clients. People come first, and this makes us different," Casimiro noted.