Conrad Archer is an entrepreneur with a passion for floricultural logistics. He started his first business in Zimbabwe in 1989 in the floricultural supply chain logistics and trading. The export horticultural business grew rapidly in the 1990s out of Southern Africa. Conrad was involved in the construction of Europort, a large state of the art perishable handling facility in Harare International Airport. Europort was built complete with Vacuum Cooling technologies and ability to build and hold full 747 freighter loads. The Zimbabwean perishable business collapsed after 2000. This lead Conrad to use his experience in establishing green field floricultural projects, starting two in Mozambique and one in Zambia. In 2010 Conrad moved to Kenya as Managing Director for Airflo Company purely specialising in floricultural exports and Director of DFG Kenya a company managing all aspects of the supply chain for the Dutch Flower Group. Conrad expanded this business over the years to where it is currently exporting 130 tons a day of mostly flowers. Airflo was bought Panalpina from 2016. Conrad is currently the Kenya Country Manager Director for Panalpina as well as responsibly for Perishables Africa for Panalpina.