a BLOOMING BUSINESS is a poetic documentary by TON van ZANTVOORT about people in Kenya who are imprisoned by the power of the global flower growing industry. The dilemmas of the industry grow painfully clear and a dark world of oppression, sexual abuse and terrible working conditions unfolds. There is only one conclusion possible: the smell of the imported rose is not sweet, but bitter.

"With great humanism Van Zantvoort shows us a different world where all human life is valuable."

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