04.03.2010 | FRESH FLOWERS ARRIVE IN TIME FOR 'WOMEN'S DAY' CELEBRATION

Thirty-three tons of fresh flowers were carried by AirBridgeCargo (ABC) from Maastricht to Yekaterinburg for celebrations in Russia to mark International Women's Day.



The Russian market for fresh flowers is a US$1 billion a year industry and Women's Day is one of the busiest times of the year.

The ABC Boeing 747 charter flight to the capital of the Urals – a major logistics centre on the Trans-Siberian route - comes less than a month after another annual peak ahead of St. Valentine's Day on February 14th.

International Women's Day (IWD) is marked on March 8 every year and is a major day of global celebration for the economic, political and social achievements of women. The first IWD was observed in 1909. Today March, 8th is more considered as the first spring holiday which signifies the end of long cold winter and celebration of women’s beauty, love and coming spring.