

PRO MANAGER MASTERCOURSE FLORICULTURE

Inspired by Jungle Talks

16 horticultural managers from around the world participate in a two weeks Pro Manager Mastercourse in the Netherlands. The program includes visits to leading Dutch companies in horticulture, captains of industry and experts in the business. Knowledge and experiences will be shared and all participants will present their vision on horticulture at the beginning and at the end of the program. The group will also visit the International Floriculture Trade Fair (IFTF).

The Pro Manager Mastercourse Floriculture is an initiative by Jungle Talks in close cooperation with leading companies in horticulture. They selected the best candidates from future proof companies. Not only do they represent countries from all over the world, also a broad range of floricultural products. In this document the 16 selected participants are presented, including their personal motivation.

Click the participants as listed below for additional information.

Profiles: (each profile is clickable)

1.	Costa Rica – Jungle Talks - Ed Smit (organizer).....	2
2.	Costa Rica – Jungle Talks - Renee Snijders (organizer)	2
3.	The Netherlands – Jungle Talks - Jacco Strating (organizer)	3
4.	Brazil – Ecoflora - Patrick van de Weijer (production manager)	3
5.	Brazil – Dannemann - Alf de Wit (production & project manager)	4
6.	Colombia – Bicco Farms	4
7.	Guatemala – Holland Orchids - Jose Gonzalez (CEO)	5
8.	Guatemala – Palki - Carlos Luna (production manager)	5
9.	USA – Westerlay Orchids - Tanner Allen (production manager)	6
10.	USA – Pacific Plug & Liner - Ceko Mulyando (head grower)	6
11.	USA – Butter Brand - Cristian Ramos (VP Operations)	7
12.	Slovenia – Ocean Orchids - Marko Viher (production manager)	7
13.	Denmark – Queen Knud Jepsen - Soren Korup (COO / Shareholder).....	8
14.	Poland – JMP Flowers - Michal Ptaszek (director operations)	8
15.	Kenya – Florenza Farm / Megaspingroup - Yogeesh Basavarajappa (gen. manager).9	
16.	Kenya – Equinox Flowers - Harry Kruger (general manager).....	9
17.	Kenya – Magana Flowers - John Ngugi (production manager)	10
18.	Uganda – Xclusive - Sjaak de Bloois (director business development)	10
19.	Vietnam – Dalat Hasfarm - Cong Nga Nguyen (production director).....	11

SUPPORTED BY:



Rabobank

PARTNERS:
KOPPERT
BIOLOGICAL SYSTEM



**PRO
MANAGER
MASTERCOURSE**

FLORICULTURE

1. Ed Smit



Nationality: Dutch
Company: Jungle Talks
Location: Costa Rica
Company activities: Making horticulture sexy!
Position: Director Ideas
Company website: www.jungletalks.com

Motivation Ed:

As one of the organizers, I have a long term objective with this Mastercourse: to MAKE HORTICULTURE SEXY! Our sector is amazing and ready to provide solutions for the important problems this world has to deal with. Efficient and sustainable production of (horticultural) crops is one of these challenges and is exactly where we as a sector to contribute to a better world. Being active in tourism and horticulture enables me to build bridges over various rivers, not just one. This Mastercourse helps me constructing the network that connects these bridges. Live your dream!

2. Renee Snijders



Nationality: Dutch
Company: Jungle Talks
Location: Costa Rica
Company activities: Making horticulture sexy!
Position: Director Development
Company website: www.jungletalks.com

Motivation Renee:

For me this Pro Manager Mastercourse represents the strength of a very international sector which can really make a difference in people's lives, both in the city, but certainly also on the country side. We strive to build a global network of horticultural professionals, leaders that will make the world better and more beautiful. Exchange of knowledge and experience is key and as co-organizer and representative of Jungle Talks, I will do my utmost to promote and facilitate this.

**Rabobank**

PARTNERS:

KOPPERT
BIOLOGICAL SYSTEM



PRO
MANAGER
MASTERCOURSE

FLORICULTURE

3. Jacco Strating

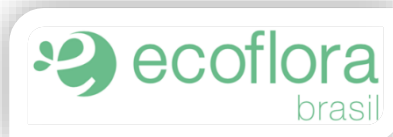


Nationality: Dutch
Company: Jungle Talks
Location: The Netherlands
Company activities: Making horticulture sexy!
Position: Communication Manager
Company website: www.jungletalks.com

Motivation Jacco:

British businessman Richard Branson once said: "Knowledge is power, but enthusiasm brings something in motion." That is also what the Pro Manager Mastercourse is about. By bringing together entrepreneurs from all over the world, knowledge transfer will take place. But being together with colleagues for two weeks in a strange environment, sharing successes and failures and being truly open to someone else's vision, will lead to long-lasting inspiring relationships of inestimable value. Yes, I want to be part of that!

4. Patrick van de Weijer

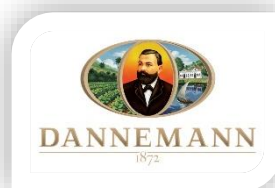


Nationality: Dutch / Brazilian
Company: Ecoflora
Location: Brazil
Company activities: Production Phalaenopsis and various other ornamental crops
Position: Production Manager
Company website: www.ecoflora.com.br

Motivation Patrick:

Ecoflora is a company in constant development and being part of the company, I have to have the same demand for myself. With the Mastercourse there will be a personal growth that afterwards will be applied in the company. The world is already globalized and so must the growers. Building a network will help each other in developing a better world, and with more flowers to bring happiness to all.

5. Alf de Wit



Nationality: Brazilian / Dutch
Company: Dannemann
Location: Brazil
Company activities: Production Dark Tobacco
Position: Production & Project Manager
Company website: www.terraddannemann.com

Motivation Alf:

Brazil's horticulture is predominantly low tech and difficult for foreign entrepreneurship: there is bureaucracy, legal insecurity, high labor costs, tariffs and the language barrier. However I'm certain that we also will soon be a powerhouse in intensive farming as well! It is already happening at my employer's wrapper tobacco production. But it is potentially applicable for many crops throughout Brazil. This Mastercourse is a unique opportunity for that. Also to look at current sector tendencies and to exchange knowledge with top sector colleagues, building a strong network with them for the future!

6. Bicco Farms



Company: Bicco Farms
Location: Colombia
Company activities: Production alstroemeria
Company website: www.biccofarms.com

Motivation:

Bicco Farms is a horticultural company located in Colombia focusing on the production of flowers and food. The company's main objective is to generate employment and well-being in the rural areas of their country through the development of agriculture. A member of their management team will be participating in the program in effort to expand their knowledge on new production techniques and farm management practices. They are inspired to participate in this course as they want to learn from the community and share their experiences helping develop the industry.

7. Jose Gonzalez



Nationality: Guatemalan
 Company: Holland Orchids
 Location: Guatemala
 Company activities: Production of Cymbidium
 Position: CEO / Shareholder
 Company website: www.hollandorchids.com

Motivation Jose:

I am an entrepreneur looking for opportunities to help develop Guatemala in the horticultural sector. I think that the Pro Manager Mastercourse is the way to advance my learning and to meet people of the same sector from different places with whom I can exchange experiences and grow personally and professionally. Sustainable horticulture is the way to become part of a greener world and leave a better mark for generations to come.

8. Carlos Luna



Nationality: Guatemalan
 Company: Palki
 Location: Guatemala
 Company activities: Yucca, Beaucarnea, Succulents, Cactus, Sanseveria, Cyca, Grasses
 Position: Project Manager
 Company website: www.palki.com.gt

Motivation Carlos:

Horticulture business has changed in many ways. There has to be more and better communication between every company in the chain. Transparency and long-term relationships are some of the values that we need to keep in order to grow together.



Rabobank

PARTNERS:
KOPPERT
BIOLOGICAL SYSTEM



PRO
MANAGER
MASTERCOURSE

FLORICULTURE

9. Tanner Allen



 **westerlay**
ORCHIDS

Nationality: American
Company: Westerlay Orchids
Location: USA
Company activities: Phalaenopsis Production
Position: Production Manager
Company website: www.westerlayorchids.com

Motivation Tanner:

As a grower I believe it is important to always be looking to the future for more sustainable and efficient ways to produce horticultural crops and leave less of an impact to our land. As a candidate for the Pro Managers Mastercourse I look forward to sharing with others what I have learned from my years in the horticulture industry as well as learning from others with different backgrounds and skills. I hope to take the knowledge from this course to become a more effective manager and grower as well as produce a more sustainable crop for customers.

10. Ceko Mulyando



Nationality: Indonesian
Company: Pacific Plug & Liner
Location: USA
Company activities: Ornamental Plugs & Liners
Position: Head Grower
Company website: www.ppandl.net

Motivation Ceko:

This program offers me a huge opportunity to see and experience the world's most famous horticulture industry in person and to connect with professionals worldwide. Horticulture offers "healing" experience in this fast-paced modern world we are living in and let us connect to ourselves, our surrounding and to people that shares same passion. I hope we all can attract younger generations into this amazing world.

**Rabobank****KOPPERT**
BIOLOGICAL SYSTEM**PRO
MANAGER
MASTERCOURSE**

FLORICULTURE

11. Cristian Ramos

Nationality: American
 Company: ButterBrand
 Location: USA
 Company activities: Production Cannabis
 Position: VP Operations
 Company website: www.butterbrand.com

Motivation Cristian:

As legalization of Cannabis continues to progress internationally, it is my goal to help introduce the Cannabis industry into the world stage of horticulture. My motivation in joining the Pro Managers Mastercourse is to learn from the global network of Leaders, Professionals and Organizations from the International Horticulture Community that are focused on efficient, sustainable, and profitable crop production. My hope is that I may further develop and apply these skills in order to lead my team, and expand the reach of responsible crop production to the Cannabis Industry.

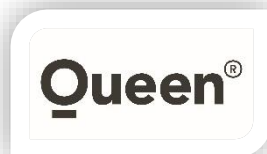
12. Marko Viher

Nationality: Slovenian
 Company: Ocean Orchids
 Location: Slovenia
 Company activities: Production Phalaenopsis
 Position: Production Manager
 Company website: www.oceanorchids.si

Motivation Marko:

Horticulture means quality of life. Being connected to the nature, to the people and God that guides our lives onto another level. I look forward meeting new people at the Mastercourse who care about the future and have a vision how to make our planet better. With the knowledge, experiences and the network we can connect and solve the upcoming challenges. Each small step can be a big help. With this network we can learn and teach each other, help and support each other to grow on a horticultural as well as on a personal level.

13. Soren Korup



Nationality: Danish
 Company: Queen Knud Jepsen
 Location: Denmark
 Company activities: Breeding, Propagation and production of Kalanchoes
 .
 Position: COO / Shareholder
 Company website: www.queen.dk

Motivation Soren:

Challenges with the opportunity for development and success.
 All processes about development or implementation of a improved workflow.
 Contribute to create a strong and future-proof company.
 Preparation and execution of strategic objectives.

14. Michal Ptaszek



Motivation Michal:

Nationality: Polish
 Company: JMP Flowers
 Location: Poland
 Company activities:
 Position:
 Company website:

15. Yogeesh Basavarajappa



Nationality: Indian
 Company: Florenza / Megaspingroup
 Location: Kenya
 Company activities: Rose production
 Position: General Manager
 Company website: www.megaspingroup.com

Motivation Yogeesh:

I am excited to be selected for this unique Master course. This course is a fine opportunity to share ideas among each other and the program offers an ocean of knowledge to acquire. The Mastercourse enables us to build a network of horticulture professionals and leaders that will make the world better and more beautiful. Exchange of knowledge and experience is key and I am looking forward to achieve this in the Netherlands.

16. Harry Kruger



Nationality: South African
 Company: Equinox Flowers
 Location: Kenya
 Company activities: Rose production
 Position: General Manager
 Company website: www.equinoxflowers.com

Motivation Harry:

What I hope to learn from this Mastercourse is real world practices and the latest solutions to questions as experienced by the leaders of industry. Society today is more prone to a digital world with declining agricultural space and an increase in population, so how do we ensure our agricultural businesses are future proof and sustainable? How can we promote horticulture to a virtual reality level of technology, while keeping ourselves grounded to business and sustainable ethics?

17. John Ngugi



Nationality: Kenyan
 Company: Magana Flowers
 Location: Kenya
 Company activities: Rose production
 Position: Production Manager
 Company website: www.maganaflovers.com

Motivation John:

To me, as a participant to the Pro Manager Mastercourse, this course signifies the potential that exists through collaboration in maturing generations that will openly share and apply experiences and techniques that will ensure that we meet the needs of our growing populations with sustainability in mind and with a focus on impact towards future generations.

18. Sjaak de Bloois



Nationality: Dutch
 Company: Xclusive
 Location: Uganda
 Company activities: Propagation of ornamental crops
 Position: Director Business Development / Shareholder

Motivation Sjaak:

I want to create a significant, positive impact for our people in Uganda. Doing good things by doing good business. It is very motivating to realize that we are able to change and even save lives via our company. Think about our company hospital, an ambulance, building a school, HIV treatments, housing for staff and a variety of social trainings. These social investments and activities can only continue if our companies stay profitable and we keep professionalizing. This Mastercourse is "the way to go for me" to get inspired, get connected and to learn a lot from other international professionals.

19. Cong Nga Nguyen



Nationality: Vietnamese
 Company: Dalat Hasfarm
 Location: Vietnam, China, Indonesia
 Company activities: Production and trade of flowers and related products
 .
 Position: Production Director of cut flowers Vietnam
 .
 Company website: www.dalathasfarm.com

Motivation Cong Nga:

As a manager of a floricultural company, I always want to learn more about advanced technologies, production techniques and business experiences from leading horticultural companies as well as to learn and exchange knowledge with other growers. I want to improve our farms and implement better technologies and sustainable production practices. In this way we aim to become the first choice of customers for flower products in Asia-Pacific. The Pro Manager Mastercourse offers me a great opportunity achieve my goals.