

PRO MANAGER MASTERCOURSE FLORICULTURE

Inspired by Jungle Talks

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MASTERCOURSE
FLORICULTURE

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)

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PARTNERS



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.

3. Juan Goycoolea



Nationality: Chilean
Company: Grupo Hijuelas
Location: Chile
Company activities: Production ornamental plants and micropropagation
Position: Manager International Business
Company website: www.grupohijuelas.cl

Motivation Juan:

What motivates me most are the challenges, especially those that seem impossible! My main objective to participate in this Mastercourse is to obtain new knowledge, contacts and share experiences that allow me to then put them into practice in our family business.

4. Tobias de Wit



Nationality: Brazilian
Company: Jan de Wit
Location: Brazil
Company activities: Pot & cut bulb plants (lilies, tulips, narcissus), poinsettia
Position: General Manager
Company website: www.jandewit.com.br

Motivation Tobias:

I am proud to be part of this course and anxious to get more knowledge and improve our company network.

5. Mattheus Yeda



Nationality: Brazilian
Company: Sítio Kolibri
Location: Brazil
Company activities: Production phalaenopsis
Position: Director Production
Company website: www.sitiokolibri.com.br

Motivation Mattheus:

As a grower I am always looking for a sustainable and efficient way to cultivate. Knowledge, connections and meeting new people make that I keep improving all the time.

By participating in the Mastercourse I hope to share my achievements and learn from this select team of peers. Horticulture is a challenging sector, because gives you the possibility to control most of the production process. However, knowledge and the implementation of the right technology is key.

6. Daniel Maldonado



Nationality: Colombian
Company: Agromonte SAS
Location: Colombia
Company activities: Production and export of carnation, spray carnation
Position: Director
Company website: www.agromonte-sa.com

Motivation Daniel:

Despite that as a country we have grown and exported flowers for more than 50 years, I believe there is still have a lot to learn about our processes and plants in general.

Especially now that we are witnessing a very fast change in the world in terms of climate, supply chain, consumer behaviour and technology. I am looking to understand new processes and technologies that will allow us to attack and overcome our challenges and to increase my network so that we can collaborate, learn and grow to build the future of our business.

7. Ricardo Samper



Nationality: Colombian
Company: Flores de Serrezuela
Location: Colombia
Company activities: Production of carnation and rose
Position: Managing Director
Company website: www.floresdeserrezuela.com



Motivation Ricardo:

I am very eager to further understand the current and future trends in the industry and to see and learn about the latest breakthroughs in floriculture.

Also, I am very interested to meet industry leaders from across the world and exchange business knowledge and perspectives. This is a very valuable opportunity and I definitively want to be part of it!

8. Denisse Nasser

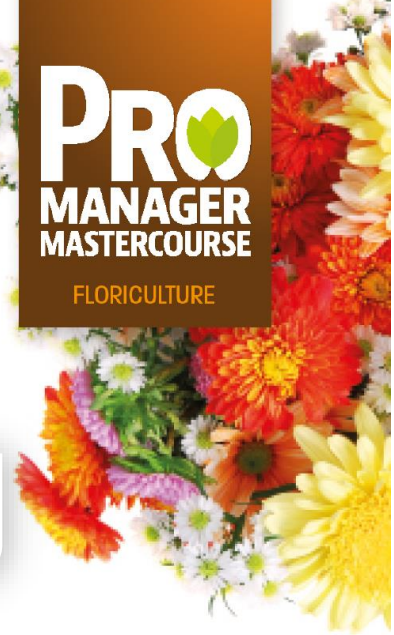


Nationality: Guatemalan
Company: Holland Orchids
Location: Guatemala
Company activities: Production cymbidium & strelitzia cut flowers & plants
Position: Marketing & Sales manager
Company website: www.hollandorchids.com



Motivation Denisse:

I am super excited to attend this Mastercourse, mostly because there will be many things to learn from great companies in the Netherlands with cutting edge technology, making floriculture modern, more efficient and sustainable for our world. Very excited to show that in Guatemala there is a future in the floriculture world too. We have amazing natural resources so learning from the best in the flower Industry will be the way to bring the future into the Guatemalan floriculture world, a way of contributing to the country and the people.



9. Sushant Patil



Nationality: Indian
Company: Sun Floritech – Black Tulip Group
Location: Kenya
Company activities: Production of gypsophila & summer flowers/greens
Position: Operations Manager
Company website: www.btfgroup.com



Motivation Sushant:

Sun Floritech is located in Naivasha. Our main objective is to connect plant/soil health with human health in a sustainable way. We see the world is facing problems with global warming/human health and when you look at it top down, you can see that is all because of excess use of fertilizers/chemicals/depletion of soil health as result of depletion of crop health. Mistakes we made are now coming back to us. So to avoid this we need to grow crops without harming the environment. This course can help me to add knowledge to achieve my goals in faster way.

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10. Annemarie de Theije



Nationality: Dutch
Company: Florensis
Location: Kenya
Company activities: Production of cuttings from annuals, perennials, pot plants and biennials
Position: Production Manager
Company website: www.florensis.com

Florensis

Motivation Annemarie:

The Pro Manager Mastercourse is a very interesting opportunity to discuss new technologies and innovations, and to network with colleagues from across the sector. A big part of my work at Florensis Kenya is to optimize our organization, production processes and systems, to meet and exceed our customers' expectations. We're continuously trying to minimize our environmental impact; technological innovation and enhancing our sustainability are equally important when it comes to future-proofing the company. I'm looking forward to gaining new insights, and possibly implementing these to further streamline our operations in Kenya.

11. Richard Evans



Nationality: British
Company: Khal Amazi Ltd.
Location: Zambia
Company activities: Production roses
Position: General Manager
Company website: <http://www.pgi-uk.com/>



Motivation Richard:

I am a lifelong learner with a strong commitment and passion for the floricultural industry. Continuously on a quest to learn and be exposed to new ideas, this course will be a great opportunity to not only enhance my knowledge and experiences, but to provide fresh, current and a future perspective on floriculture in a changing world. To be able to meet and do this with peers from around the world that share this passion will, I have no doubt, be inspirational.

12. Laura Carrera



Nationality: Spanish
Company: Innoflower
Location: Spain
Company activities: Production of edible flowers
Position: CEO
Company website: www.innoflower.com



Motivation Laura:

I am an Agronomist and worked as a scientist for years. In 2011, I founded 'Flores en la Mesa', a company that develops new botanical products with the idea of filling people's dishes with flowers and make them feel happy. Now with Innoflower we are expanding what we do to different countries. During this journey, all my knowledge was self-taught. The Pro Manager Mastercourse will give me a better insight in how the floricultural industry is developing, now and in the future and will help me to build a worldwide network.

13. Jacob Jepsen



Queen®

Nationality: Danish
Company: Queen Knud Jepsen
Location: Denmark
Company activities: Breeding, Propagation & production of Kalanchoes
Position: Licensing Manager
Company website: www.queen.dk

Motivation Jacob:

Taking part in this Mastercourse, I get to become a part of a global network of horticultural professionals. That network is highly important to me in order to broaden my thinking, give me invaluable opportunities and to find new ideas I might not have thought about. I hope to be inspired and learn from other people's experiences, but also to stimulate and encourage companies to move towards modern and sustainable innovations. We, companies active in all aspects of the industry, need to go forward in a world that is constantly changing.

14. Konrad Pawlak



 **VITROFLORA®**

Nationality: Polish
Company: Vitroflora
Location: Poland
Company activities: Young plant production of: balcony plants, poinsettias, chrysanthemum, annuals, biennials. Production of perennials from tissue culture, cuttings and seeds.
Position: Board Member
Company website: www.vitroflora.pl

Motivation Konrad:

I have always been connected to our family company. It was also obvious to me that, together with my siblings, we will continue what our parents have created in the last 40 years. Vitroflora is becoming more and more globally active. By joining the Mastercourse I want to have a better insight in what's coming towards our sector in the next years. How others manage to stay up to date with all those changes. What new solutions are there, when it comes to production, but also management needs and practices? I really hope for good networking opportunities and exchange of information with present and future managers in international horticulture.

15. Iman Zaeem



Nationality: Iranian
Company: Zaeem Flowers
Location: Iran
Company activities: Production of cut flowers, ornamental plants and bedding plants
Position: Marketing Director
Company website: <https://www.zaeemflowers.ca/en/zaeem-flowers.html>

Motivation Iman:

Thanks to constant improvements in our industry, I believe managers and decision makers should keep themselves updated. As the third generation of a family company in floriculture, I think the Pro Manager Mastercourse 2019 covers a diverse range of topics and challenges we face within floriculture industry. It is also an opportunity to meet professionals and sharing information between people with similar concerns!

16. Alyssa Guo



Motivation Alyssa:

I look forward to update my knowledge on current and future horticultural technology and to be inspired by what the future will look like. I also want to learn from other people in the same industry and build and expand my network.

Nationality: Chinese
Company: Donewellflor
Location: China
Company activities: Post harvest products and technology
Position: Founder & Owner
Company website: www.donewellflor.cn

17. Van Quoc Nguyen



Nationality: Vietnamese
Company: Dalat Hasfarm
Location: Vietnam, Indonesia, China
Company activities: Propagation and production of cut flowers, young plants
Position: Production Director of young plants Vietnam
Company website: www.dalathasfarm.com

Dalat Hasfarm®

Motivation Van Quoc:

This is a chance to meet future leaders of global floriculture and we could connect with the actual leaders of Dutch horticulture. During the course I expect to enhance my knowledge and understanding of the floricultural sector as a whole and discuss current state of affairs and challenges with my peers from around the globe.

18. Harry Kruger



Nationality: South African
Company: Equinox Flowers
Location: Kenya
Company activities: Production of roses
Position: General Manager

EQUINOX

Motivation Harry:

I participated in the first edition of the Mastercourse in 2018 and was amazed by not only the knowledge I gained in the field of horticultural technology, but also what we can expect in the future in our industry. This course has inspired me in my daily work after returning to Kenya.

This year I got the opportunity to join the course again, but in a different role as assistant to Ed Smit of Jungle Talks. I am determined to ensure that all participants feel as inspired as I did last year and I look forward to meeting again with the future leaders of tomorrow's horticultural sector.