



PRO MANAGER MASTERCOURSE

FLORICULTURE

CREATED BY



Selection & costs

The Pro Manager Mastercourse welcomes 15 inspiring horticultural managers from around the globe. Are you between 25 and 40 years old and have you been working at your company for about 5 years and are you on track to or you already form part of the board of directors of the leading company you represent? This course definitely is the ticket to your future as a leader of the global ornamental industry!

Your participation to this course is largely facilitated by a select group of leading companies in the floriculture industry. If selected, your participation will only cost 1250 Euro. In addition you pay travel costs and lodging. Hotel rates are estimated at 165 Euros per night.

Additional Information

Check www.jungletalks.com for more information about Jungle Talks and the Pro Manager Mastercourse Floriculture or contact Ed Smit directly via: ed@jungletalks.com

Apply now and get selected!

An unprecedented JOURNEY for key players in FLORICULTURE

Pro Manager Mastercourses have rapidly developed into a unique tool to identify and connect future leaders in horticultural subsectors. After a 2 year pause due to COVID-19, we're ready again to select managers and directors representing future proof companies from around the globe for our two-week Pro Manager Mastercourse Floriculture in the Netherlands and Germany early 2022.

The Pro Manager Mastercourse welcomes 15 inspiring horticultural managers between 25 and 40 years old, who will soon play a leading role in the future development of floricultural production in their country/region in an innovative and sustainable way. Each participant has a minimum of 5 years working experience in a leading position within their company.

Program

This Mastercourse will guide, prepare and motivate you. For two weeks, you will be among 15 peers from around the globe that will visit leading Dutch companies in floriculture and receive expert insights from board members into the current state of the industry you work in and what the future will have to offer. In addition, you will also visit IPM Essen and be part of the Young International Grower of the Year Award organized by AIPH. The Pro Manager Mastercourse Floriculture connects you to peers from around the globe, new friends and potential new business partners.

Partners





PROGRAM WEEK 1 From the outside in

Sunday, January 23: Participant arrival – An appetizer!

When you arrive in the Netherlands on Saturday or Sunday morning, you might want to join our famous appetizer-program. Don't ask us about details yet, we like to surprise you! In case you fly in on Sunday afternoon or if you just prefer to relax after a long trip, you can just stay at our very comfortable hotel: **Hotel Van der Valk - Nootdorp**

Monday, January 24: Past-Present-Future

The Mastercourse kick-off takes place in the **Westland Museum**, illustrating the roots of the 'garden of Europe'. One of our mantras is: 'You need to be connected to your roots to be able to define your future'. No better place to do that than the place where so many horticultural innovations started, the Westland region.

Of course you will be asked to do an elevator pitch so your peers can start to learn a bit more about your mission in life and work as well as your vision on how to achieve that.

Lunch will be served at a recent winner of the "International Grower of the Year Award" (2018), **Ter Laak Orchids**. For sure one of THE leading floricultural companies in The Netherlands. We call this visit 'the present' with of course a wink to the future.

The real future will literally be served to you at **Koppert Cress**. The interesting part is that you will prepare your own future, guided by one of the leading chefs in The Netherlands. Late afternoon, all partner companies to be visited during the next two weeks will join us. In fact, THEY will serve YOUR future to you!

Tuesday, January 25: IPM – "Young International Grower of the Year" Award

After a good night of sleep and a healthy breakfast, we will hit the road and depart for Germany. For two days, the IPM in Essen will be our home and the place for others to meet us. According to the **IPM**, it will be Green, Great & Gorgeous!

All participants to the Mastercourse will be asked if they are interested to be eligible for the "Young International Grower of the Year" Award.

If you decide to participate, this afternoon you will pitch for the jury. If not, you are free to choose if you'd like to support your colleagues during their pitch or explore the fair.

We will all be "guests of honor" during the evening gala when all prizes will be awarded, including the prize that will be handed over to one of you guys, the **"Young International Grower of the Year"** Award.

Wednesday, January 26: IPM – Chainges

REAL disruptive changes have not yet taken place in horticulture. However, the chain between producer and consumer is "chainging" rapidly. This theme will be worked out in the next few months and will be presented to you at the IPM.

Of course, feel free to visit the IPM of course! We will enable your entrance to the fair but also to various other events, organized by us and/or by affiliated companies / organizations. Enjoy, because finally we can actually meet each other again!

Thursday, January 27: Starting with an academic approach – back to university!

Wageningen University is all about "exploring the potential of nature and improving the quality of life". Quite a statement from the world's number 1 Ag University and the best start for our program in The Netherlands!

We will be invited by the faculty director of Plant Sciences. The future of floricultural education will be the central theme.

You will meet with students on their future looks like. What are you looking for as an entrepreneur and what skills will be indispensable in the floricultural industry in the years to come?

This same day, we will visit **Start-Life**, linked to Wageningen University, a start-up incubator that empowers founders to build and grow Food & Agtech start-ups with lasting impact.

Friday, January 28: Creating a new corporate culture

Dümmen Orange definitely is a major player in the world of ornamentals. A frontrunner on many levels formed by 15 companies, all bringing in their own culture. What will the (future?) corporate culture / identity of Dümmen Orange look like? How does that compare to your company? Being successful is so much more than selling complementary products. The human factor still counts in business, right?

We will wrap up the first week with a visit to the **World Horti Center**, the global knowledge and innovation center for international greenhouse horticulture. A reflection of the Dutch culture and probably the reason that The Netherlands became a major force in the world of agriculture / horticulture. Collaboration on all levels. The triple helix: the connection between public-private and education sums this up.

Saturday, January 29 and Sunday 30: It's optional and it's up to you

We have not selected our participants yet. For sure, most of you have been to the Netherlands several times and some of you might even be Dutch or have Dutch roots! Time to meet friends, family or go down memory lane. It is also likely that some of you would like to learn about more about this country. Its history, its culture, and maybe you'd like a good night out?

It will all depend on who you guys are and what you'd like to do yourself. We will come up with an optional program early January. Based on your opinions and preferences. And if all of you prefer to define your own program this weekend, we will meet each other Sunday evening at **Hotel Van der Valk - Nootdorp**.

Monday, January 31: The inside of your greenhouse – Everything under control!

Most flowers around the globe are being produced in greenhouses covered with plastic or similar materials. Especially around the equator, climate control has never been a topic. However, control nowadays is becoming a major topic. From cutting to consumer. That span of control starts with companies like **Van der Valk Horti Systems**. A company that will surprise you in lots of ways. Screening systems and **solar energy** are just two topics they will present to you that will blow your mind.

The morning program will for sure have inspired you but will also leave you with quite some questions. Can I find the right people to make that next step? How do I make sure that I can control that next step? What role can (or will?) algorithms play in these future steps?

Besides offering screens, irrigation systems and climate control, this is what **Ridder** is all about. The company strives to "Helping you grow your way"!

Tuesday, February 1: Shining a light on future production

Logiqs is a company that shines! In a very different way than the company to be visited this afternoon, but again, you will be taken by Gert-Jan van Staalduinen and his team on a journey towards the future. Just have a look at their website, it won't get much better than Logiqs this week.

Hortilux Schröder literally shines a light on the future. Lighting crops in greenhouses started in countries like Norway, but nowadays, even cutting producers in Uganda use artificial light. Lighting is developing with a tremendous pace in the world of ornamentals. This afternoon we will lighten up your thoughts on your own strategy towards the key component of photosynthesis.

Wednesday, February 2: The essence of resilience

Resilient cropping is the way to go. Prevention instead of cure. Plants need to be made resilient from the very start to protect them against all kinds of future threats. From macro-organisms (cure) to micro-organisms (prevention) marks a huge shift in (biological) crop protection. Back to Nature, that is what this day is all about. It is quite obvious that we have arrived at **Koppert Biological Systems**.

Lets Grow combines everything we've learned and discussed so far. Mimicking nature topped of with A.I., deep learning, robotics and so much more. Future production of ornamentals will be more respectful towards nature but will also use human intelligence as a starting point. Greenhouses around the globe will soon be data and nature driven. Bringing agriculture back to its essence. Resilience!

Thursday, February 3: More with Less – Paving the road to circularity

We are heading towards the end of our Mastercourse. We are slowly closing the circle. Horticulture in The Netherlands started with the urge to collaborate. Cooperative banks, auctions and study clubs paved this road. **Horticoop** makes part of this history and still is a leading cooperative that has adapted to the world we live in today.

Krimpen has become a major player in the world of trays and (Phalaenopsis) pots. The future of floriculture highly depends on the way we will be able to adapt to future (sustainability) standards and consumer demands. Krimpen would like to share some rather interesting thoughts on this, but would also like to pick your brain one more time!

Friday, February 4: The end of a new beginning

Robert van der Lans, the CEO of **Horti XS**, is a former producer of Gerbera's. His company Horti XS combines everything we have done and seen during the past two weeks. Horti XS has focused so far on international vegetable projects, but is ready to tell you how to expand or improve your floricultural company. Final tricks and tips to access your floricultural future with Horti XS.

Your Pro Manager Mastercourse Floriculture is coming to an end, and it is almost time to say goodbye. Just make sure you don't plan your flight before 7 PM tonight... you really don't want to miss our last surprise.

On your way back home, you will realize that you have learned more in two weeks than ever before, have new contacts on the highest level in horticulture and made friends for life. Cheers!



PRO MANAGER MASTERCOURSE 2022

APPLICATION FORM

Applicant's details

(as in passport)

First name(s)

Surname(s)

Date of birth

Sex

Nationality

Contact details

Full address

Country

Telephone (land line)

Telephone (cell)

Whatsapp

Email

Skype name

Present employment

Company / organization

Location

Company website

Company phone

Position

Date of entry

Responsibilities

Educational record

Name(s) of institution(s)

Location

Degree (Bachelor, Master, other)

Year of graduation

Field of study

Other relevant courses

Level of English

Motivation

Personal learning goals

Date

Place and country

Signature

Please send this form to
Renee Snijders, coordinator
Jungle Talks, renee@jungletalks.com,
before 22 October 2021!

You will need a recent version of Adobe Acrobat to fill in the form digitally. Otherwise you can fill in a printed version and send the scanned form to renee@jungletalks.com. In case of any additional questions about the application procedure, please contact Renee per email or telephone: +506 84483355 or go to www.jungletalks.com.