

## PRO MANAGER MASTERCOURSE FLORICULTURE

### Inspired by Jungle Talks

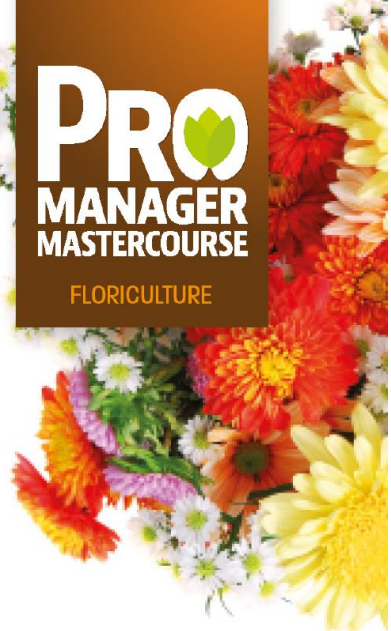
*The Pro Manager Mastercourse Floriculture is initiated by Jungle Talks in close cooperation with leading companies in Dutch horticulture. During the Mastercourse, these companies will be visited on a board of director's level. Besides, visits will be paid to inspiring organisations / universities and clients of our Dutch partners.*

*This document will present to you the 18 selected participants, including their personal motivation. We selected 18 participants instead of usual 15, because the last 3 do have a profile that will be of great added value to the group as such, and also to the Dutch partners to be visited.*

Click the participants as listed below for additional information.

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## 1. Ed Smit



Nationality: Dutch  
Company: Jungle Talks  
Location: Costa Rica  
Company activities: Making horticulture sexy!  
Position: Director Ideas  
Company website: [www.jungletalks.com](http://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](http://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. Vicente Goycoolea



Nationality: Chilean  
Company: Grupo Hijuelas  
Location: Chile  
Company activities: Production ornamental plants and micropropagation  
Position: General Manager South Division  
Company website: [www.grupohijuelas.cl](http://www.grupohijuelas.cl)



#### *Motivation Vicente:*

The activities of Grupo Hijuelas include an ornamental nursery, micro propagation, fruit nursery, fruit production and the production of agricultural off season products. My motivation is to learn and make contacts with international companies in technology and innovation in horticulture so I can invest and share what I've learned in our family company.

### 4. Arjan Noordam



Nationality: Dutch  
Company: CosMic Plants  
Location: Canada  
Company activities: Phalaenopsis  
Position: Director of Operations  
Company website: [www.cosmicplants.com](http://www.cosmicplants.com)



#### *Motivation Arjan:*

With a passion for the floriculture industry, being an eager learner, I have a consistent desire to improve the business. This opportunity will help me to broaden my horizon by connecting with peers from around the globe and to have discussions with potential new business partners within the industry. Participating in this year's Mastercourse Floriculture is another step into my development as one of the leaders in our company.

## 5. Yannick Harster



Nationality: Canadian  
Company: Harster Greenhouses  
Location: Canada  
Company activities: Production of flowering ornamental plants  
Position: Director of Operations  
Company website: [www.harster.ca](http://www.harster.ca)

### *Motivation Yannick:*

I believe that controlled environment agriculture & horticulture are humanity's best tools for a sustainable way of life that will protect future generations.

The Pro Manager Mastercourse is an amazing opportunity to interact with, and learn from, diverse leaders at the forefront of these industries.

The chance to absorb expert insight and share knowledge with other dynamic candidates in our field is an exciting prospect. I cannot wait to share the experience and return to my peers with new innovations and bolstered acumen.

## 6. Steve DeVry



Nationality: Canadian  
Company: DeVry Greenhouses  
Location: Canada  
Company activities: Production of annuals, planters, poinsettia, chrysanthemum, shrubs

Position: Procurement Manager  
Company website: <https://devrygreenhouses.com>

### *Motivation Steve:*

I am very excited for this opportunity to network with other peers from around the globe. By joining the Mastercourse I hope to learn the challenges that other companies in the industry are facing, as well as the solutions they are implementing, as we are living in a rapidly changing world. As a member of a family owned company I would like to gain some insight on different managerial styles, as well as learn what is coming next for the horticulture industry to ensure our company stays current.



## 7. Pablo Costa



Nationality: Chilean  
Company: Van Belle Nursery  
Location: Canada  
Company activities: Production of young plants, indoor, patio, nursery plants  
Position: Manager Operations  
Company website: <https://vanbelle.com>



### *Motivation Pablo:*

I am always motivated to be part of an industry that keeps changing and is full of challenges of different kinds. I am therefore also excited to participate in this Mastercourse and looking forward to sharing experiences and knowledge with horticulture leaders across the world. And also to expand my network and exchange information about opportunities, technology, innovation, and new ways to produce more efficiently and sustainably

## 8. Frank Paul



Nationality: Dutch  
Company: The Plant Company  
Location: USA  
Company activities: Production indoor tropical house plants  
Position: COO



### *Motivation Frank:*

As a company we have the motto "Together we grow stronger". This applies to working with my business partners, employees, customers, vendors but it also applies to a building a network of people in our industry. I look forward to meet new people from within our industry and learn from their perspectives, ideas, goals and aspirations. I also look forward to learn more about where our industry is heading from a global perspective and what challenges and opportunities have been identified by the various leading Dutch companies we will be visiting.

## 9. Matyas Bartha



Nationality: American  
Company: Silver Vase Orchids  
Location: USA  
Company activities: Operations, Plant Purchasing, Phalaenopsis Production  
Position: Director of Operations  
Company website: <https://silverb vase.com>

### *Motivation Matyas:*

This is an excellent opportunity to network and meet with current and future leaders within the Horticulture sector from across the world. It's a learning opportunity all around, from my peers and the companies hosting us.

## 10. Pablo Bazzani



Nationality: Colombian  
Company: Plazoleta Flowers  
Location: Colombia  
Company activities: Production of Alstroemeria and Fillers  
Position: Sales Director  
Company website: [www.laplazoleta.com](http://www.laplazoleta.com)

### *Motivation Pablo:*

Attending the Pro Master Course is an excellent opportunity to meet other Next-Gen industry actors gaining a broader view of the current challenges we are all facing towards the future. The floriculture industry fronts several difficulties seeing how big company clusters enforce smaller companies to act as barely primary suppliers. My role at our family-owned company is to develop new business models allowing Plazoleta to be a long-lasting business through innovative postures against the future.

## 11. Tatiana de German Ribon



Nationality: Colombia  
Company: Flores la Conchita  
Location: Colombia  
Company activities: Production of Alstroemeria  
Position: General Manager  
Company website: [www.floreslaconchita.com](http://www.floreslaconchita.com)

### *Motivation Tatiana:*

I am motivated to participate in this Mastercourse and learn about the latest trends in the industry. This will be an excellent opportunity to take away ideas to implement in my company to improve quality and efficiency. I am also looking forward to meeting all participants and learn from their diverse backgrounds and professional experiences.

## 12. Appaso Mane



Nationality: Indian  
Company: Black Tulip Group  
Location: Kenya  
Company activities: Production of roses & summer flowers  
Position: Farm Manager  
Company website: <https://btfgroup.com>

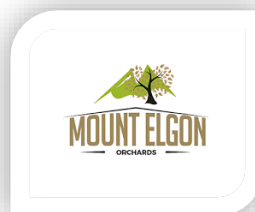
### *Motivation Appaso:*

I hope that by participating to the Pro Manager Mastercourse of floriculture I will learn more about the possibilities and opportunities of linking traditional agriculture to modern agriculture. I believe traditional agriculture is socio/ environmental sustainable whereas modern agriculture, by using artificial intelligence is economically sustainable. My intention is to combine both in Kenya and create an environmentally and economically sustainable environment in which my company can thrive.

### 13. Tom Andersen



Nationality: Dutch/Kenyan  
Company: Mount Elgon Orchards Ltd.  
Location: Kenya  
Company activities: Production of roses and Avocado  
Position: Production Manager  
Company website: [www.mtelgon.com](http://www.mtelgon.com)



#### *Motivation Tom:*

My motivation to join was primarily based on the opportunity to transfer knowledge to Africa. At Mt Elgon Orchards we are progressing rapidly in terms of sustainability and business development, so I felt this course was a unique opportunity to implement much of what I hope to learn during the Mastercourse on the farm. Additionally, the development of my career motivates me to seek out new opportunities, so networking with exciting, forward-thinking professionals in the floriculture domain was also something that seriously prompted me to apply.

### 14. Stanley Musiime



Nationality: Ugandan  
Company: Ugarose Ltd.  
Location: Uganda  
Company activities: Production of roses  
Position: General Director  
Company website: <https://ugaroseflowers.com>



#### *Motivation Stanley:*

I have the responsibility to take our business forward to the next level of accelerated and profitable growth within an increasingly challenging operating environment, and in a market that while still vibrant, grows increasingly more demanding. Attending this Mastercourse, will provide a great opportunity to connect with potential partners and learn about better practices and technologies that hopefully unlock new and exciting growth opportunities for us. I am certain that this will be a very valuable experience, and I look forward to sharing learnings with my fellow growers in Uganda



## 15. Leon Steyn



Nationality: South African  
Company: Wagagai Ltd.  
Location: Uganda  
Company activities: Propagation of cuttings  
Position: Technical Director  
Company website: <https://www.wagagai.com>



### *Motivation Leon:*

My reasons for wanting to join the Floriculture Masterclass are twofold, one as I find myself to be new in the horticultural industry it provides me with an opportunity to learn what this industry is “really” all about. It gives me glimpse of where the plants that we grow and export in Uganda end up on their paths to be being someone’s pride and joy thousands of kilometers away. The course will also provide me with a much better idea of what the future will hold for this industry and without a doubt where the growing operations in Africa will aspire to progress to. I am really excited about the prospect of meeting new colleagues as well as the future “movers and shakers” of the horticultural industry.

## 16. Gaël Decock



Nationality: Belgian  
Company: DeCock Plants  
Location: Belgium  
Company activities: Young plant production  
Position: Operational Director  
Company website: [www.decockplants.be](http://www.decockplants.be)



### *Motivation Gaël:*

As a 28 year young horticulture enthusiast I’m looking for like-minded people and I’m curious about their future vision on the sector. I’m ready to get overwhelmed by knowledge and experience from this Pro Manager Mastercourse and to build on a life-long network with the other participants. This course will give us all together a boost into our careers.

## 17. Jesse Hebels



Nationality: Dutch  
Company: Van Winden Erica  
Location: The Netherlands  
Company activities: Production of Zamioculcas  
Position: New Business Developer  
Company website: [www.vanwindenerica.nl](http://www.vanwindenerica.nl)



### *Motivation Jesse:*

Van Winden Erica is a nursery in the Netherlands, our main product is het Zamioculcas. As an up-coming talent within our company, I want to prepare myself as best as possible for the developments of the future.

Participating in this Mastercourse gives me more connections in the international playfield of horticulture.

## 18. John Elstgeest



Nationality: Dutch  
Company: Flower Circus  
Location: Ukraine  
Company activities: Flower promotion  
Position: Circus Director  
Company Website: [www.flowercircus.nl](http://www.flowercircus.nl)



### *Motivation John:*

With Flower Circus I am traveling all over the world to both promote flowers and advise people on their use. In this role we meet lots of growers, wholesalers and florists.

During this master course I want to broaden my knowledge, both by visiting all the companies, as well as from the other people joining this course.

And in this way learn more about the (sustainable) future of Floriculture.

With the knowledge gained during the master course, I hope to inspire and help the companies I work with to a brighter and more sustainable future.

## 19. Dennis de Zeeuw



Nationality: Dutch  
Company: DQ Horti Soluciones  
Location: Mexico  
Company activities: Technical advice & installation Services  
Position: Founder and General Manager  
Company website: <https://hortisoluciones.com>



### **Motivation Dennis:**

As a founder and business owner I want to keep on growing personally to be able to face the challenges for the coming years. I have always believed that sharing cultures and ideas in and outside of the sector improves the final results and being able to listen to the vision of the biggest companies in the sector will give me the opportunity to implement new strategies in our company.

## 20. Andres Saenz



Nationality: Colombian  
Company: Saenz Fety  
Location: Colombia  
Company activities: Distributor of imported horticultural goods  
Position: Manager Floriculture Projects  
Company website: <https://saenzfety.com>



### **Motivation Andres:**

After being the Executive Director at Ceniflores, I recently decided to join our family company again. The Colombian cut flower industry is currently at its most in terms of revenue and cultivated areas in the history of the business. Keeping in mind that this is an established industry with more than 50 years I realize the research and innovation is not at the same rhythm as business development. I personally think the industry should move forward in it and at Saenz Fety we can make a valuable contribution to this. I am delighted to be part of this Mastercourse to share my experiences with other international peers to bring more knowledge to my company and my country.

