

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 and clients of our Dutch partners.

This document will present to you the 15 selected participants, including their personal motivation.

Click the participants as listed below for additional information.

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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. Pablo Costa



Nationality: Chilean
Company: Van Belle Nursery
Location: Canada
Company activities: Production ornamental plants

Position: Director Operations & Growing
Company website: www.vanbelle.com



Motivation Pablo:

"I'm excited and looking forward to participating in this Mastercourse. I expect we will be sharing knowledge and experiences with other professionals in the industry around the Globe. I'm passionate about horticulture production, always searching to "find the better way" and trying to reach the maximum potential or yield. Besides, I am interested in new technologies to help to achieve our goals in a more efficient and sustainable way."

4. Connor van Steekelenburg



Nationality: Dutch, Canadian
Company: CosMic Plants Inc.
Location: Canada
Company activities: Phalaenopsis
Position: Productivity Manager
Company website: www.cosmicplants.com



Motivation Connor:

Over the last 2-3 years, CosMic Plants has grown significantly in production and company size. With this come all sorts of new challenges. Having a background in engineering, I try to see these challenges as opportunities for improvement. On a professional level, the Mastercourse Floriculture is an opportunity for me to learn more about leading technologies, leadership styles and management strategies. Moreover it is a fantastic opportunity to network with other professionals in the industry. On a personal level, it seems like a great chance to make some new friends who come from very cool places and situations. In addition, I am interested to learn more about the dynamics of how family companies develop in this sector. Lastly, due to the current energy crisis there is now a whole new level of focus on sustainability. I hope to come back to CosMic Plants with some new insights on this topic.

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

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. Marcel Boonekamp



Nationality: Dutch
Company: Green Circle Growers
Location: USA
Company activities: Phalaenopsis
Position: Director of Growing
Company website: www.greencirclegrowers.com

Motivation Marcel:

This Pro Manager Mastercourse is a unique opportunity to connect with leaders within the industry. Being together for this amount of time in a great setting will allow us to take a deep dive into the current and future opportunities/challenges we have as leaders in our industry. I'm very excited for this opportunity to network with passionate peers from around the globe. I hope to contribute to the group and come back home with new insights that will help to further build onto the future of our company.

7. Lisa Gonzalez



Nationality: Guatemalan
Company: Holland Orchids
Location: Guatemala
Company activities: Production of Cymbidium
Position: Sales & Marketing Manager
Company website: www.hollandorchids.com



Motivation Lisa:

To me, horticulture is a family business and I grew up amongst flowers, knowing that one day I can run and grow the business. I think the Netherlands is the best place to learn what the future of our sector looks like. I am excited that the Mastercourse connects me to peers around the world and gives me the opportunity to soak up knowledge and experiences and bring it back to Guatemala to improve our operations and floriculture in Central America.

8. Tatiana de German Ribon



Nationality: Colombian
Company: Flores La Conchita
Location: Colombia
Company activities: Production Alstroemeria, Hydrangeas, Ranunculus, Calla Lily

Position: General Manager
Company website: www.floreslaconchita.com



Motivation Tatiana:

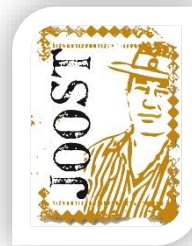
I am motivated to participate in this Mastercourse and learn about the latest trends in the industry. This will be an excellent opportunity to take away ideas to implement in my company to improve quality and efficiency. I am also looking forward to meeting all participants and learn from their diverse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

9. Simone van Oene



Nationality: Brazilian
Company: Joost Kalanchoe
Location: Brazil
Company activities: Production of Kalanchoe & Euphorbia Milii

Position: Director Sales & Marketing
Company website: www.joost.agr.br



Motivation Simone:

We are entering a new era in horticulture. With new challenges perhaps never seen before by our antecedents. The problems that once seemed so different are now becoming "similar", and the goal of global farmers is starting to move into a common direction, to produce quality with social and environmental responsibility. Being able to participate in an intensive program like the Pro Manager Floriculture Mastercourse, gives us the possibility to discuss and share experiences with other young leaders and companies, who are preparing to take their business to this new era. We have also the opportunity to build bridges between people and countries, learning from their challenges and achievements. And finally, this program represents something even more special for me and that's the chance of representing my country Brazil, securing our position in the future of horticulture.

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10. Patrick Barendse



Nationality: Brazilian
Company: Symphony
Location: Brazil
Company activities: Production of Phalaenopsis, Anthurium
Position: New project development
Company website: www.symphony.com.br



Motivation Patrick:

The Pro Manager Mastercourse is a great opportunity to connect people of our industry from around the globe. This can help those, who have leadership roles, to have a perspective of what are the challenges and opportunities in each regional scenario, which can help to develop ourselves. In a world that changes so fast, this global network with future leaders can be a game changer for Symphony.

11. Alex van Rooijen



Nationality: Brazilian
Company: Kees
Location: Brazil
Company activities: Production of
Phalaenopsis, kalanchoe,
poinsettia
Position: General Manager

Motivation Alex:

As a partner in our family company, I am always looking forward to learn about innovative business models, new technologies and best growing practices. Attending this Mastercourse Floriculture gives me the chance to network with peers around the world as well as leading horticultural companies, who I bet will enrich this experience with their different perspectives about the floricultural business. I am sure this opportunity will give us a lot of insights and knowledge to apply to our businesses.

12. Ravi Palshikar



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

Motivation Ravi:

To me farming and farmers form the basis of human civilization, especially in Africa. I hope that by participating to the Pro Manager Mastercourse Floriculture I will learn more about the possibilities and opportunities of linking traditional agriculture to modern agriculture and at the same time strengthen the market position of my company.

13. Chris Kulei



Nationality: Kenyan
Company: Sian Flowers
Location: Kenya
Company activities: Production of roses and bouquets

Position: General Manager
Company website: www.sianflowers.co.ke



Motivation Chris:

The Mastercourse Floriculture is a great forum for me to meet and learn from others like me from across the world. The Flower industry has, and continues to, change the lives of so many people in East Africa and this forum gives me the opportunity to engage and exchange ideas with the people that will be at the forefront of the industry for the next generation.

I'd like to continue the development of my career and learn how to ensure the sustainable future of the Sian group of farms.

14. Shane Wang



Nationality: Taiwanese
Company: Royal Base Corporation
Location: Taiwan & Vietnam
Company activities: Phalaenopsis
Position: R&D Manager
Company website: <https://royalbase.com>



Motivation Shane:

We're dedicated to being the keystone of the floriculture industry within Asia. This opportunity will help us share our vision with new partners in consideration of their unique cultural perspectives. I am pleased to be aiming to build a new agricultural ecosystem and alliance with future leaders through this excellent experience-driven Mastercourse Floriculture.

15. Simone Capitanio



Nationality: Italian
Company: Vivai Capitanio
Location: Italy
Company activities: Outdoor ornamental plants
Position: Production Manager
Company website:
<https://www.vivaicapitanio.it/en/>



Motivation Simone:

I'm very thrilled to attend this international Mastercourse as I will learn more about different practices and technologies to be applied in horticulture industry and above all in my company. As a family company owner and production manager, I want to improve my skills by meeting colleagues from all around the world and share with them the different sustainable strategies to face the challenges of the world. Innovation and sustainability are the keys of our future and I'm sure I will learn a lot in these fields by attending this course.

16. Eliot Barden



Nationality: British
Company: Majestic Trees
Location: United Kingdom
Company activities: Mature tree production
Position: Production and education manager
Company website:
<https://www.majestictrees.co.uk>



Motivation Eliot:

Majestic Trees is an award-winning, specialist tree nursery specialising in the growing, delivery, planting and aftercare of semi mature and character trees of exceptional quality. Being AirPot grown, our trees have outstanding fibrous root systems which gives them the very best start to life. We are unique amongst growers in providing a complete in-house service, so that our customers can fully engage in the fulfilling experience of planting trees.

I am hoping that the Mastercourse will give me an insight into the future of horticulture, sustainable innovation, and give me the ability to network, make contacts and develop a vision for the future of tree production. Despite the focus of the course being primarily on Floriculture, I am keen to extrapolate the key points, and apply them to the tree production industry



17. John Elstgeest



Nationality: Dutch
Company: Flower Circus
Location: Ukraine
Company activities: Flower promotion
Position: Circus Director
Company website: 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.

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