



# PRO MANAGER MASTERCOURSE

FLORICULTURE

CREATED BY



## Selection & costs

The Pro Manager Mastercourse selects 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](http://www.jungletalks.com) for more information about Jungle Talks and the Pro Manager Mastercourse Floriculture or contact Ed Smit directly via: [ed@jungletalks.com](mailto:ed@jungletalks.com)

## Apply now and get selected!

# An unprecedented JOURNEY for key players in FLORICULTURE

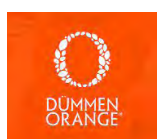
Pro Manager Mastercourses have rapidly developed into a unique tool to identify and connect future leaders in horticultural subsectors. We're ready to select managers and directors representing future proof companies from around the globe for this inspiring, two-week Pro Manager Mastercourse Floriculture in the Netherlands and Germany.

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 his/her company.

## Program

This Mastercourse will guide, prepare and motivate you. From 15 to 26 January 2024 you will be among 15 peers from around the globe and together will visit leading Dutch companies in floriculture. You will 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 will 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

## Sunday, January 14: 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 15: 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 the **World Horti Center**, the knowledge and innovation center for international greenhouse horticulture. Here business, education, research and government jointly innovate, connect, inspire and share knowledge. 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**. You'll get to work together preparing your own future, guided by a leading chef. Late afternoon, all partner companies to be visited during the next two weeks will join us and we'll have dinner together. In fact, THEY will serve YOUR future to you!

## Tuesday, January 16: Plant Empowerment: your plants have the power!

Today we will focus on the power of the plant. The companies you'll visit today have joined forces in the platform 'Plant Empowerment'.

Mimicking nature topped off with A.I., deep learning, robotics and so much more, that is what **Lets Grow** is all about. 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.

**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 regarding the key component of photosynthesis.

## Wednesday, January 17: 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**.

At Koppert we prepare a (almost) full day program for you. Be prepared to be challenged on multiple levels. In addition, you'll visit a nearby greenhouse and will enjoy a guided tour of their Experience Center.

In the afternoon there's time to relax or work, back at the hotel

## Thursday, January 18: The future is digital: AI & Robotics empower the grower

**Ridder** is a family-owned company that has been supporting growers for over 65 years. You go faster alone, you get further together. This expression certainly applies to the horticultural sector. Collaboration and co-creation speed up the process of innovation and make automation and digitalization possible. At Ridder, we will dive into various synergies that have led to impactful innovations and we will exchange visions on the opportunities that lie ahead. What else can co-creation induce?

**Logiqs** is a company that is definitely on the move. You will be taken by Gert-Jan van Staalduinen and his team on a journey towards the future of growing and growing systems. Logiqs excels in developing innovations for vertical farming, also for floricultural production. Just have a look at their website, it won't get much better than Logiqs this week.

## Friday, January 19: Focus on future production

**Visser Horti Systems** is a member of Viscon Group. The Viscon Group is passionate about creating innovative, solid, and smart logistic solutions for all material handling processes in Food and Agro businesses.

By maintaining a continuous dialogue with growers, Visser Horti Systems is able to supply a range of products that are perfectly geared to the needs of the market and effectively meet the most stringent customer requirements.

**Krimpen** has become a major player in the world of trays and pots. The future of floriculture highly depends on the way we will be able to adapt to future (sustainability) standards and consumer demands. What should a future pot and tray be made of? How will circularity and sustainability define your future operational needs?

Krimpen would like to share some rather interesting thoughts on this, but would also like to pick your brain one more time!

## Saturday, January 20 and Sunday 21: It's optional and it's up to you

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 more about this country that is situated, 35%, below sea level. Its history, its culture, and maybe you'd like a good night out? We will come up with an optional program early January, based on your thoughts and preferences. And if you prefer to define your own program this weekend, we will meet each other Sunday evening at **Hotel Van der Valk - Schiphol**.

## Monday, January 22: The future of flowers

In the early morning of this second course week we plan an optional visit to the flower auction in Aalsmeer. Here you truly experience the scale of floricultural trade in the Netherlands.

**Floramedia** is a leading specialist in horticultural communications, Floramedia partners with customers Europe-wide to develop creative media solutions across all channels. How can the floricultural sector as a whole improve its communication? How do we ensure the relevancy of the sector towards an increasingly critical consumer audience?

**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 discuss these and more issues at Dümmen Orange's location in De Kwakel.

## Tuesday, January 23: To Essen and "Young International Grower of the Year" Award

We'll take it easy in the morning and travel to Essen by bus. Scheduled arrival; early afternoon. Our home for the coming days will be **Mercure Hotel Bochum City**. From the hotel the Messe Essen can be reached easily by public transport.

All participants to the Mastercourse will be asked if they are interested to compete for the "Young International Grower of the Year" Award. The competition or selection process will consist of various interviews with AIPH and a grand jury consisting of leading members of the international floricultural world.

This evening we will all be "guests of honour" during the gala hosted by AIPH and we'll cheer on the winner of the next "**Young International Grower of the Year**" Award.

## Wednesday, January 24: Visit to IPM – Green Great and Gorgeous!

Today we will visit the **IPM** in Essen and the fair will be our meeting ground today and tomorrow morning. According to the IPM, it will be Green, Great & Gorgeous! We will enable your entrance to the fair and enjoy this day of networking.

At the end of the afternoon we invite you to meet us at the booth of former Mastercourse participant Gaël DeCock of DeCock Plants for some culinary delights: Belgian beers and French fries!

## Thursday, January 25: Visit to IPM & Return to the Netherlands

This morning we will check out of our hotel and return once more to the **IPM** in Essen, so you can continue strengthening your networks and proceed with meetings at the fair. In the afternoon we meet again and return to the Netherlands, to the village of Raalte. In the evening we'll check in at hotel **Hoog Holten**.

## Friday, January 26: The end of a new beginning

On this last morning of your Mastercourse you'll notice we save a bit of the very best for the very last.

**Klasmann-Deilmann** is a major, international supplier of growing media and a company that is acutely aware of the need to change their business model to stay relevant in today's horticultural sector. Innovation and cross-sectoral cooperation is their strategy and today their innovation team in close cooperation with Maan Group will share with you what they're working on and what future growing media look like.

This program is a draft. We'll share the full details with you after the selection of participants has been finalized.

In the afternoon your Pro Manager Mastercourse Floriculture is coming to an end, and it is almost time to say goodbye.

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 2024

## 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](mailto:renee@jungletalks.com),  
before 30 September 2023!

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](mailto: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](http://www.jungletalks.com).