

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, the selected participants will connect with these partners on a board of director's level. In addition, they will visit inspiring organisations and clients. This document will present to you the 16 selected participants, including their personal motivation.

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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

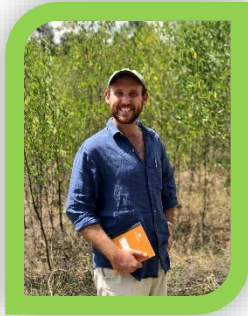


Nationality: Dutch
Company: Jungle Talks
Location: Costa Rica
Company activities: Making horticulture sexy!
Position: Director Development
Company website: www.jungletalks.com

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. Colin Fernandes



Nationality: Kenyan
Company: Marginpar
Location: Kenya
Company activities: Production cut flowers

Position: Product development
Company website: <https://www.marginpar.com/>



Motivation Colin:

"I have a passion for sustainable agriculture and innovation, specifically within the horticultural sector. I would like to see myself fully equipped with as many skills and as much knowledge as possible, to be able to have a positive influence on the future of agriculture. The Mastercourse is a once in a lifetime experience, to learn from and talk with likeminded people from around the globe. The best learnings for me have always come from interactions with other professionals and their businesses. The Mastercourse sets the perfect foundation for young people looking to learn about and sustain the future of agriculture."

4. Ieda del Bianco



Nationality: Brazilian
Company: Van Belle Nursery
Location: Canada
Company activities: Production ornamental plants
Position: Director of operations
Company website: <https://vanbelle.com/>



Motivation Ieda:

"Participating in this Mastercourse is an incredibly exciting opportunity to enhance my leadership skills, network with global industry professionals, and explore cutting-edge techniques and technologies. Coming from a finance background, innovation and sustainability drive my enthusiasm, and I view these challenges as opportunities for improvement. It's also a fantastic prospect to forge friendships with people from diverse backgrounds. I'm thrilled to absorb this experience, enrich my expertise, and bring newfound innovations back to my peers."

5. Stephanie Saccomano



Qualitree

Nationality: Canadian
Company: Qualitree
Location: Canada
Company activities: Production of young plants and ornamental plants

Position: Lead grower

Company website: <https://www.qualitree.com/Rhyzone/s/genus>

Motivation Stephanie:

"Participating in the Pro Manager Mastercourse will be incredibly enriching! This event presents a unique opportunity to build a global network of like-minded professionals. I am looking forward to exchanging ideas, sponging up information and creating relationships that can lead to remarkable advancements in our endeavors. Interacting with masters of different horticultural facets from around the world will expose us all to diverse perspectives and innovative practices that I look forward to bringing home, elevating my team and Qualitree's success. I am all about humble, open and continuous learning/sharing of information, and I can't wait to do that with this group. Let's do it!"

6. Mariela Toriello



Nationality: Guatemalan
Company: Grupo Tak
Location: Guatemala
Company activities: Foliage products
Position: Sustainability & innovation manager
Company website: <https://www.tak.gt/>

Motivation Mariela:

"The Pro Manager Mastercourse in floriculture presents an enormous opportunity to learn, grow, and collaborate with peers from the industry. It offers a chance to broaden perspectives and adopt a holistic approach to the various challenges in the ever-changing floriculture market. This program opens the possibility to exchange ideas, innovate, and create."

7. Songlin Xie



Nationality: Chinese
Company: Leadplant & Colorlink
Location: China
Company activities: Production of outdoor ornamental plants and trees
Position: General manager
Company website: <http://colorlink.com.cn/>



Motivation Songlin:

Global trading and cooperation is essential for floriculture. Over the years, the Netherlands has become the leading country in the floriculture sector, not only in greenhouse technology, but also in breeding, young plants production cultivation, climate control and international marketing. It is important to see new technology and new trends in the Netherlands and take them back to China. I studied in the Netherlands and now work in China; I look forward to, via the Mastercourse Floriculture, to find more opportunities for cooperation between these two countries.

8. Zhuoer Fang



Nationality: Chinese
Company: Hongyue Horticultural Corp. Ltd.
Location: China
Company activities: Floriculture (online) retail
Position: Product development and international relations
Company website: <https://www.hongyue.com>



Motivation Zhuoer:

"Hongyue is focusing on Horticultural industry in China. Our retail system features new variety protection, brand collaboration and the opportunity to engage in social e-commerce. As a product development manager & international relations manager, I am very glad to join this program and hope the Mastercourse Floriculture will give me an insight of how can we work together towards a better floricultural industry in the future."

9. Taylan Ateş



Nationality: Turkish
Company: Queen Türkiye
Location: Türkiye
Company activities: Production of Kalanchoe
Position: Production manager
Company website: <https://queenturkiye.com.tr>

Motivation Taylan:

I am an agricultural engineer who always strives to improve myself and the company I work for. That's why I am excited to participate in the Mastercourse Floriculture in the Netherlands. The course will give me ample opportunity to improve my knowledge and exchange experiences with peers from all over the world.

10. Wouter David



Nationality: Belgian
Company: Dataflor
Location: Belgium
Company activities: Production of pot chrysanthemum, strawberries

Position: Director
Company website: www.dataflor.be

Motivation Wouter:

"I am looking forward to learn from the other entrepreneurs that are taking part in the Mastercourse, discussing with them the challenges they encounter and the solutions they find. In addition, I am eager to hear more about their long term vision for their companies and the sector and look forward to share mine. I am sure I will be gaining new insights in the industry and look forward to put them into practise in our company in the years to come."

11. Robert Wang



Nationality: Taiwanese
Company: Royal Base Corporation
Location: Taiwan / Vietnam
Company activities: Production of cut Phalaenopsis

Position: Sales and marketing manager

Website: <http://www.royalbase.com>

Motivation Robert:

“My journey into Agriculture began with a diplomatic role in Belize, where I joined the OIRSA international GMO group to support the local citrus industry. This experience revealed the vast opportunities for international sales in horticulture, and it led me to join Royal Base. Here, I aspire to use my background and experiences to contribute to Royal Base's growth in the Floriculture sector, driven by a commitment to sustainability and innovation. I am certain the Mastercourse Floriculture can contribute to this goal and I look forward to interact with peers from around the world.”

12. Tomasz Dzwigoń



Nationality: Poland
Company: JMP Flowers
Location: Poland
Company activities: Production of Phalaenopsis, cut roses, cut anthurium and pot calathea

Position: Director of operations

Company website: www.jmpflowers.pl

Motivation Tomasz:

“I am very happy to take part in the masterclass. It will be interesting to talk to people in the floriculture industry at this difficult time. I hope to gain new experiences, have the opportunity to exchange knowledge and clarify the vision for our company in the coming years.”

13. Matthew van Staalduin



Nationality: Canadian
Company: Bayview Flowers
Location: Canada
Company activities: Growers and traders of potted plants
Position: Greenhouse manager
Company website: <https://bayviewflowers.org/>



Motivation Matthew:

"Growing up in greenhouses means walking in them is energizing and life giving to me. Understanding what needs to be done to produce the highest quality plants and helping our team deliver to those standards is my goal. My motivation is my love for people, especially those who work for us, that they may find joy and use their gifts working for Bayview. The Mastercourse Floriculture is an exciting opportunity to share in that enthusiasm with colleagues around the world. I'm looking forward to listening to and learning from my peers in this course, with a spirit of curiosity and respect. I'm excited to visit established and new industry leaders in the different on-site visits we will do. Bayview has always looked to Europe, and especially the Netherlands, for guidance and inspiration. And this course has a unique reputation for building lifelong connections amongst its participants."

14. Elkin Farfan



Nationality: Colombian
Company: Phytotec SAS
Location: Colombia
Company activities: Cut flowers
Position: Director of strategic planning
Company website: <https://phytotecflowers.com>



Motivation Elkin:

Participating in the Mastercourse Floriculture stems from my strong desire for collaborative learning based on the experiences of distinguished professionals in this field. I firmly believe in the idea that knowledge is enriched through the exchange of ideas and perspectives, and I am eager to immerse myself in an environment where I can absorb the accumulated wisdom of experts in the floriculture industry. I believe that the diversity of opinions and approaches will enrich our discussions and help drive innovation in our industry. Participation will also provide me with the opportunity to stay up-to-date with the latest trends and challenges in the global floriculture market. Additionally, I am excited to explore how technology and human resource management are transforming the way we operate in the floriculture industry.

15. David Penagos



Nationality: Colombian
Company: Vivero Tierra Negra
Location: Colombia
Company activities: Production of (flowering) potted plants
Position: Director of operations
Company website: www.viverotierranegra.com



Motivation David:

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. Brett van der Zalm



Nationality: Canadian
Company: Colonial Florists
Location: Canada
Company activities: Production rooted cuttings and finished plants
Position: Manager
Company website: <https://www.colonialfloristsltd.com/>



Motivation Brett:

"Coming from a family business I have seen our company grow and adapt over the years and I am interested in learning about the new technologies, efficiencies and breeding that the future of horticulture has in store. This Mastercourse also seems like a great opportunity to connect and learn from individuals similar to myself from all over the globe. I hope to be able to attend this program and bring back new knowledge and ideas that can help Colonial Florists continue to grow for years to come."

17. Mario Palmieri



Nationality: Guatemalan
Company: Orquideas SyM
Location: Guatemala
Company activities: Phalaenopsis
Position: Commercial manager
Company website: <https://orquideassym.com/>

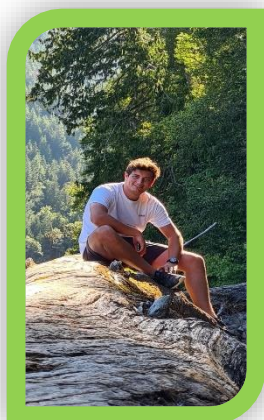


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Motivation Mario:

My greatest motivation is to grow and continue the family legacy, in which I grew up. Being part of the second generation sets the bar high in terms of quality, responsibility, leadership, professionalization and technology. I believe this Mastercourse is the right path to absorb the best knowledge and network according to my objectives. The Netherlands is THE place to learn in order to apply the best practices in Latin American countries as in my case, Guatemala.

18. Bart van der Salm



Nationality: Dutch
Company: Van der Salm
Location: Netherlands / Portugal
Company activities: Production of lavender
Position: Young plant manager
Company website: <https://www.vdsalm.com>



Motivation Bart:

"I'm excited and looking forward to participating in this Mastercourse. The Mastercourse Floriculture is a great opportunity to connect to growers from all over the world. I expect that meeting all the other participants will broaden my view of the horticulture world and will help us with solving global cultivation issues. I am sure this opportunity will give us many new insights that we can apply to our family business."