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PRO MANAGER MASTERCOURSE VEGETABLES

Inspired by Jungle Talks

14 horticultural managers from around the world will participate in a two-week Pro Manager Mastercourse in the Netherlands. The program includes visits to leading Dutch companies in horticulture, captains of industry and experts in the business. Knowledge and experiences will be shared and all participants will present their vision on horticulture at the beginning and at the end of the program. The group will also visit the Fruit Logistica in Berlin.

The Pro Manager Mastercourse Vegetables is initiated by Jungle Talks in close cooperation with leading companies in horticulture. The best candidates have been selected representing future proof companies. Not only do they represent countries from all over the world, but also a broad range of horticultural products. This document presents the 14 selected participants.

Click the participants as listed below for additional information.

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1. Ed Smit



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 contribute to a better world. Being active in tourism and horticulture enables me to build bridges over various rivers. This Mastercourse helps me developing the roads, the network that connects these bridges. Live your dream!

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

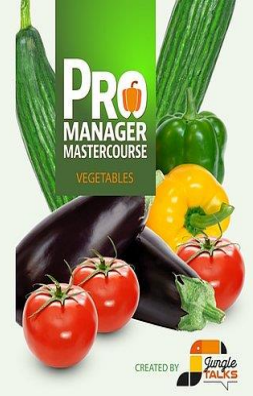
2. Renee Snijders



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 the organizer of Jungle Talks, I will do my utmost to promote and facilitate this.

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



3. Alejandro Saenz



Nationality: Colombian
 Company: Saenz Fety
 Location: Colombia
 Company activities: Production tomato and agent/distributor horticultural supplies
 Position: Director Business Development
 Company website: www.saenzfety.com

Motivation Alejandro:

Saenz Fety believes that it is important to do research, to educate and to teach local workers and growers in order to apply more advanced technologies into Colombia and consequently create sustainable development in the region. Saenz Fety is a company that strongly believes in creating economic value in a way that also creates value for society by addressing its needs and challenges. By doing so Saenz Fety connects company success with social progress. This Mastercourse Vegetables is a perfect fit in order to help Colombia to be, as the FAO says, one of the 7 CIVETS country that are named to help with food security.

4. Bicco Farms



Company: Bicco Farms
 Location: Colombia
 Company activities: Production food and flowers
 Company website: www.biccofarms.com

Motivation:

Bicco Farms is a Colombian company which stands out for its innovative approach to agriculture. Living in a country which has always been in conflict, I think we are heading into a new era in Colombia. Creating opportunities for work in an ethical, and responsible manner in rural areas of Colombia which have been long devastated by violence is something we believe in strongly. This course would help give us the insight and vision as to where the business is and where it is going, so we can create a roadmap as to how we can direct Bicco Farms to be one of the leading companies of change in a post conflict Colombia.



5. Arturo Gomez



Motivation Arturo:

Horticulture is facing greater challenges by the day because of climate change, natural resources scarcity, higher food demand, shortage of people with technical, health issues, and so on. There are already a lot of solutions that could be implemented but there is a lack of network and technology/knowledge transfer. This Mastercourse attends this need and it will build bridges among leaders, companies and strategic players to make the horticulture thrive in the middle of adversities. I want to take part of this process and contribute to improve conditions at Ever-Bloom.

Nationality: Mexican
 Company: Ever-Bloom
 Location: United States
 Company activities: Production cut flowers
 Position: Grower
 Company website: www.ever-bloom.com

6. Hector Salazar

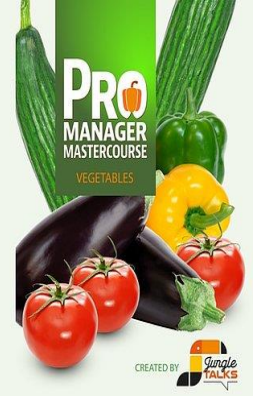


Motivation Hector:

Mexico's rapid growth in vegetable production comes with opportunities and challenges we as producers are destined to face, what better opportunity than this course to create a network with industry leaders throughout the world in which we can share experiences, enriched knowledge and can mutually contribute to create a sustainable future for this industry. I sincerely hope I can establish relationships that will support me in a professional way and will impact my company's vision going forward.

Nationality: Mexican
 Company: Ganfer
 Location: Mexico
 Company activities: Production tomato and cucumber
 Position: Production and Financial
 Planning Manager
 Company website: www.ganfer.com

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7. Miguel Gonzalez



Nationality: Mexican
 Company: Red Sun Farms
 Location: Mexico
 Company activities: Production of tomato
 Position: Production manager
 Company website: www.redsunfarms.com

Motivation Miguel:

Both as a person a grower, I am truly passionate about science, having perfect parameters and the delicate art of balance. As part of the Red Sun Farms Community I am fully invested in using all my knowledge and experience to achieve our mission as company: To grow and promote true greenhouse vegetables that exceed our customer's safety and quality expectations and to provide continuous benefits to our customers, communities and stakeholders. My main motivation to participate in this Pro Manager Master Course is to team up with my colleagues to learn and share experiences and challenges that can be useful for us.

8. Bao Nguyen

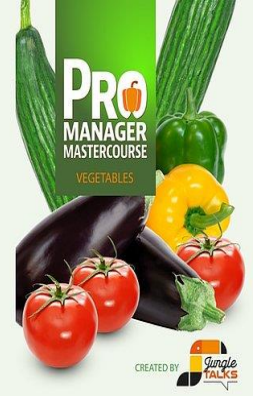


Nationality: Australian
 Company: Sun City Produce
 Location: Australia
 Company activities: Production of tomato, cucumber, sweet pepper, eggplant
 Position: Director and farm manager
 Company website: www.suncityproduce.com.au

Motivation Bao:

I believe this Mastercourse will broaden my company's knowledge of how the leaders in the worldwide horticultural industry produce and will give us an insight into their business management. The vegetable horticulture industry in Australia is very competitive, especially if you are lacking export opportunities. There is a constant push for environmental, sustainable and efficient practices in our production. The Dutch are leaders in this field and the Netherlands would be the best place for us to explore such topics. We value insights into disruptive trends and innovations within the industry. I am very keen to be exchanging ideas, failures and success stories between fellow growers/entrepreneurs around the world. This will be a great asset for our company to experience the Pro Manager Master course.

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9. Haiyang Yu



Nationality: Chinese
 Company: Liaoning Yinong Agritech
 Location: China
 Company activities: Young plant production
 Position: Vice General Manager
 Company website: www.yinongjt.com

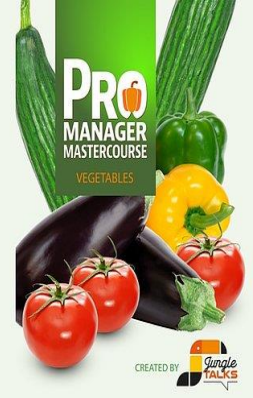
Motivation Haiyang:
 As one of the most important emerging economies, China is deeply involved in the globalization process. However, compared to developed countries, China's horticultural industry is still less developed,. Working in China's horticultural industry, I am experiencing the on-going transition of the industry. By joining this Mastercourse, I am looking forward to sharing and learning the knowledge and experience form peers with different cultural backgrounds. Also, I hope we can form a global network of horticultural professionals. Finally, after participating in this Mastercourse, I hope to encourage more Chinese young people to join this sexy industry.

10. Or Weis



Nationality: Israel
 Company: United Farms
 Location: Mexico
 Company activities: Production hydroponic vegetables
 Position: Grower
 Company website: www.unitedfarms.mx

Motivation Or:
 I have strong interest in the study of new things, and this course is providing state of the art knowledge and experiences in horticulture. I therefore believe the course may be ideal for United Farms and for me and it will expose me to things that are not available yet in Mexico. The constant growth and competition in vegetable production in the world and especially in Mexico obligates us as a company to be innovative. I strongly believe this Master course will help us in the pursuit of innovation.



11. Lindani Nzimande



Nationality: South African
 Company: Dube AgriZone
 Location: South Africa
 Company activities: Horticultural facilitator
 Position: Greenhouse manager
 Company website: agrizone.dubetradeport.co.za

Motivation Lindani:

Dube AgriZone is Africa's first integrated perishables supply chain and the most technologically advanced future farming platform on the African continent. As a participant currently employed by this company, this course allows me to have a global consciousness within this sector. The knowledge that will be gained from this course will amplify and sharpen my horticultural and business capacity. As a person who is passionate about horticulture, I also see this course as a skills enhancement platform and ideas medium for all participants, especially because we are from different countries. From a personal perspective, this also strengthens my life's goal to make agriculture attractive to young people of my continent.

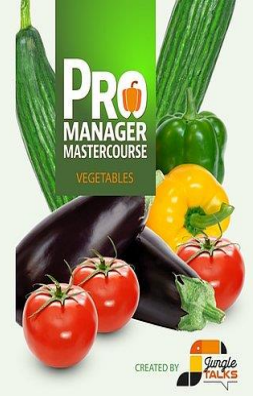
12. Michal Krason



Nationality: Polish
 Company: Krason Producentow
 Location: Poland
 Company activities: Production of vegetable seedlings
 Position: Managing Director
 Company website: www.krason.com.pl

Motivation Michal:

Grupa Krason has been developing rapidly for last 20 years as a family company. Nowadays we are finding more and more challenges to grow with sustainable methods. Mastercourse is a great chance for me to share a Horticulture knowledge with other participants. It's also an opportunity for finding a solutions for future plant growing.



13. Wolfgang Steiner

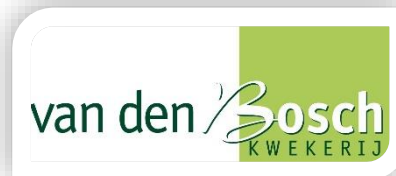


Nationality: Austrian
 Company: Steiner Gemüsebau
 Location: Germany
 Company activities: Production tomato, sweet pepper and strawberry
 Position: CEO
 Company website: www.gemuesebau-steiner.de

Motivation Wolfgang:

For me being part of the human food supply chain is not only a business. We bear the responsibility to nourish a world population of 9.5 billion till the year 2050. In times where global climate change dominates the title story of several media, it is becoming more a duty than a passion to provide clean and safe food from a sustainable production to the customers. With this vision I hope to meet likeminded people that also deeply embedded this principal. Building a strong, global horticultural network is the right way to challenge nowadays issues and pave the way to our new green world.

14. Wouter van den Bosch



Nationality: Dutch
 Company: Kwekerij van den Bosch
 Location: the Netherlands
 Company activities: Production tomato and soft fruit
 Position: General Manager

Motivation Wouter:

Kwekerij van den Bosch has been active in agriculture for around 140 years. Each generation, the company survived many challenges by altering its operations or strategy and grabbing opportunities. Currently we are facing an environment that changes faster than ever before. In this highly competitive environment, the next generation will have to reinvent the company to assure its existence for another generation. This will be my task. By participating in the Mastercourse I hope to connect with peers and visionaries to learn and be inspired. I believe that broadening my scope is the only way to define an answer for the challenges of my generation.

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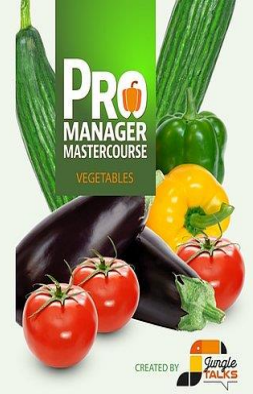
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15. Tiffany Tsui



Nationality: Chinese
Company: Dutch Greenhouse Delta
Location: the Netherlands
Company activities: Turnkey projects in horticulture
Position: Exec. Advisory Board Member
Company website: www.dutchgreenhousedelta.com

Motivation Tiffany:

Agriculture in China and other developing countries is equivalent to low tech, low knowledge and low social status of farmers. To 'redefine' the future of agriculture, there is a fundamental need for investment in human capacity building and knowledge generation. With the platform of Dutch Greenhouse Delta, my goal is to connect the Dutch and Chinese governments, knowledge institutes, and the entrepreneurial community with a business case-driven approach. With the Pro Manager Mastercourse, I hope to further develop my network in the international horticulture entrepreneurial community and to research the roles and business cases of training/education programs in developing horticultural clusters around the world.



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