

# PRO MANAGER MASTERCOURSE

VEGETABLES

## An unprecedented **JOURNEY** for future leaders in **VEGETABLES**

Pro Manager Mastercourses have rapidly developed into a unique tool to identify and connect future leaders in horticultural subsectors. Managers and directors representing future proof companies from around the globe can apply for this inspiring, two-week Pro Manager Mastercourse Vegetables in the Netherlands.

CREATED BY



### Selection & costs

Are you between 25 and 40 years old and (about to become) the inspiring leader of a future-proof vegetable producer? If you have been with your company for about 5 years and think you will join the board of directors within the next 5 years, this course could be yours! If selected, your participation costs only 750 Euro. In addition, you will pay travel costs and lodging. Hotel rates are estimated at 160 Euros per night.

### Additional Information

Check [www.jungletalks.com](http://www.jungletalks.com) for more information about Jungle Talks and the Pro Manager Mastercourse, or contact Ed Smit ([ed@jungletalks.com](mailto:ed@jungletalks.com) / +506 88418125).

### Program

This Mastercourse will guide, prepare and motivate you. For two weeks, you will be among 15 selected managers and directors that will visit leading horticultural companies in the Netherlands and will get inspired by captains of industry and experts. Furthermore you will travel to Berlin, to visit the Fruit Logistica, the leading fresh produce trade show in Europe.

The Pro Manager Mastercourse Floriculture connects you to peers from around the globe, new friends and probably new business partners.

## Apply now and get selected!

### Partners





# PROGRAM WEEK 1 INSIDE THE GREENHOUSE

## Day 1 Sunday 26/1 - Arrival participants

### Day 2 Monday 27/1

**Theme:**

**“Past-Present-Future” – The significance of your roots**

**Main content suppliers / partners:**

**Horticultural Museum Westland, Koppert Cress**

*The Mastercourse kick-off takes place in the Westland Museum, to illustrate the roots of this ‘garden of Europe’. One of our mantras is: ‘You need to be connected to your roots to be able to define your growth (your future)’. After a guided tour, all participants involved in this course introduce themselves. In the afternoon we’ll visit Koppert Cress and all participants take part in a hands-on workshop; instructed by great chefs, you’ll cook dinner for yourselves and the partners of the Mastercourse! By the way, we will have lunch at a surprise location. You will of course start your course with lots of tomatoes.*

**Koppert Cress** is a specialized producer of cresses; seedlings of unique plants, which each have their own specific effect on the senses. The company is a renowned horticultural player in the Netherlands and beyond because of their innovative approach to marketing and focus on connecting production of fresh vegetables to consumer health.

### Day 3 Tuesday 28/1

**Theme:**

**Greenhouse of the future - Automation & Autonomy**

**Main content suppliers / partners:**

**Ridder Group and Royal Brinkman / Berg Hortimotive**

*Like Apple founder Steve Jobs predicted, the biggest innovations of the 21st century will be at the intersection of biology and technology. Our future health and wellbeing will largely depend on a successful global transition to efficient, controlled-environment agriculture. To achieve this, adaptive technology and know-how should be tailored precisely to local needs and conditions. What options do growers have at this moment? And what will the future look like? *Duijvestijn Tomatoes* will show us in the afternoon what circularity is all about.... Pack a tomato in a tomato!*

**Ridder** helps growers to overcome their challenges by adopting their own individual approach to efficient and sustainable controlled environment agriculture, wherever they are located in the world.

**Royal Brinkman** brings 30.000 products and solutions to professionals in protected horticulture. Furthermore, Royal Brinkman’s online store contains products, knowledge and advice that is accessible 24/7. **Berg Hortimotive** is a full daughter company of Royal Brinkman that develops technologies and systems that simplify processes and makes employees work safer and more enjoyable.

### Day 4 Wednesday 29/1

**Theme:**

**Will the future be human? – A.I. & Big Data**

**Main content suppliers / partners:**

**Gearbox and Blue Radix**

*The acreage of greenhouses is increasing rapidly, but how will all these new greenhouses be managed? There is already a shortage of growers today. Time has come to introduce digital support for growers to enable them to increase their span of control and thus to manage a larger area of greenhouses with better results when it comes to quantity and quality. It is also the roadmap towards automatic decision making and forecasting. Excellent data are the basis for these digital services. How can these data help you to bring your company forward? Start-ups at *YES! Delft* will explain it to you together with today’s partners.*

**Gearbox** automates and robotises the monitoring and analysis of organic products and crops in dynamic environments. Gearbox creates future colleagues, who measure growth, quality and development, in order to optimise the cultivation process, to save costs and to increase product quality.

**Blue Radix** adds automated intelligence to the daily decisions in the greenhouse. To enable growers to meet their daily challenge: Produce more food and flowers with less resources. Their solutions integrate deeply in the ecosystem of greenhouses to cooperate with humans and existing systems. Supported by highly skilled operators, trusted by growers world-wide.

## Day 5 Thursday 30/1

### Theme:

**Biology meets technology – Back to nature**

### Main content suppliers / partners:

**Koppert Biological Systems and Metazet Formflex / Micothon**

*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. Back to Nature, that is what this day is all about. Combining everything we learned so far (innovation, technology) with Mother Nature. Horticulture contributes as no other sector to the 17 Sustainable Development Goals set by the UN. Today we learn why. A visit to the leading young plant grower in The Netherlands, **Plantise**, shows you how to start.*

**Koppert Biological Systems** contributes to better health of people and the planet. In partnership with nature, Koppert makes agriculture healthier, safer and more productive. Koppert provides an integrated system of specialist knowledge and natural, safe solutions that improve crop health, resilience and production.

As a global total partner in horticulture, **Metazet FormFlex** contributes ideas to innovative solutions with products and systems for the cultivation process and internal logistics. From the custom production of cultivation systems on location to logistics concepts and realisations for more convenience and more efficient internal transport. Together with **Micothon**, they revolutionize the world of crop protection.

## Day 6 Friday 31/1

### Theme:

**Shining light on the future – Everything under control!**

### Main content suppliers / partners:

**Hortilux Schröder and Mprise**

*Lighting is quickly becoming a grow factor that can no longer be ignored. Combined big data and AI, energy and lighting provide us with completely new insights on plant production. Besides lighting, we will also talk about bringing it all together. Mprise will be connecting the last digital dots this week. No better places to finish our 'inside the greenhouse' week than the **World Horti Center** and **Ter Laak Orchids**.*

**Hortilux** looks at grow light in a different way, putting the client's yield at center stage. Hortilux focuses on offering total solutions for grow light systems (LED, HPS and hybrid) in which advice, design, engineering, installation, and service are a seamless fit.

**Mprise Agriware** is specialized in the development, support, and rollout of business software for the horticulture and agriculture industry, including:

- Growers of potted plants, ornamentals, bedding, foliage, shrubs, and trees
- Nurseries and propagators of young plants, liners, and seedlings
- Producers of seeds, cuttings, tissue culture and young plants for medicinal cannabis

## Day 7 & 8 Saturday 1/2 Sunday 2/2

Touristic program (optional for participants)

### Supported by





# PROGRAM WEEK 2 OUTSIDE THE GREENHOUSE

## Day 9 Monday 3/2

### Theme:

**Designing Future Landscapes" – Crossovers**

### Main content suppliers / partners:

**BOM Group and OMA**

*Last week, we discussed what the future of this sector and your own company could look like. But what is the impact of horticulture on global society? What developments will determine how and where we will produce our food? What technologies will we use? What will be the future role of indoor farming and city farming? Today's topic creates a hybrid between "traditional" horticulture and urban architecture. We will meet the internationally renowned architect Rem Koolhaas, who will put horticulture in the spotlight during a major exhibition at the Guggenheim Museum in NYC. An exhibition that will start 20-02-2020. Besides, the company Lely will also be on our program today, world leader where it comes to robotizing cattle breeding.*

**BOM Group** has built its reputation through over 50 years of innovation, experimentation, partnerships with other specialists and investments in human capital. Building on this firm foundation, has enabled Bom Group to develop to become one of the largest and most innovative greenhouse building companies in the world.

**OMA** is an international practice operating within the traditional boundaries of architecture and urbanism. AMO, a research and design studio, applies architectural thinking to domains beyond. The company was set up by renowned architect Rem Koolhaas and maintains offices in Rotterdam, New York, Hong Kong, Beijing, Doha, Dubai and Perth.

## Day 10 Tuesday 4/2

### Theme:

**"Changes" – Disruption in real-time**

Today's theme is 'changes in the chain or changes', what will the future of the horticultural chain look like and what can we learn from other leading examples in adjacent sectors? **Kipster** is the world's most sustainable poultry farm and will be one of today's highlights.

In addition, we will visit **Brightlands**, an innovative, public-private cooperation initiative located in the southern province of Limburg. Brightlands is an open innovation ecosystem that rapidly grows from four campuses as a home to state-of-the-art facilities, fundamental and applied research offered to scientists, entrepreneurs, students and investors.

## Day 11 Wednesday 5/2

### Theme:

**Transfer to Berlin**

The world's number 1 Ag University is all about "exploring the potential of nature and improving the quality of life". Quite a statement! Today our morning program is dedicated to training and education icw students and professors at **Wageningen University**. After lunch at the 'restaurant of the future', we will depart for Berlin.

## Day 12 Thursday 6/2

### Theme:

**Visit Fruit Logistica**

Today we will visit the Fruit Logistica in Berlin. Upon arrival at the fair, we will meet with representatives of the Groente Fruit Huis and will receive a short tour of the Holland Pavilion at the fair. After this you're free to explore the fair on your own. At the end of the day we meet again for a goodbye dinner in Berlin and a few drinks at the Irish Pub!

## Day 13 Friday 7/2

### Theme:

**Visit Fruit Logistica**

This last day of the Mastercourse will be again dedicated to visiting the Fruit Logistica. There's no fixed program, so you can plan your own visits and meetings during the fair.

## Day 14 Saturday 8/2

**Goodbye & departure participants**

We will take you back to the Netherlands by bus or you can book your return flight from Berlin back home.

# (DIGITAL) 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



### Information and application

Use this (digital) form to apply. Fill in all fields and use the send button to email your application to Jungle Talks before 20 November 2019. You need a recent version of Adobe Acrobat. You can also fill in a printed version of this form, scan it and mail it to Renee Snijders ([renee@jungletalks.com](mailto:renee@jungletalks.com)). For all additional questions please contact Ed Smit ([ed@jungletalks.com](mailto:ed@jungletalks.com)/+506 88418125) in Costa Rica.