

# PRO MANAGER MASTERCOURSE

FLORICULTURE

CREATED BY



# 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. Managers and directors representing future proof companies from around the globe have been selected for this inspiring, two-week Pro Manager Mastercourse Floriculture in the Netherlands.

## Selection & costs

Jungle Talks selected the best candidates from future proof companies. These candidates are managers and directors from around the globe that represent different floricultural subsectors.

Their participation to this course is facilitated by a select group of leading companies in the floriculture industry.

## 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).

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 their company.

## 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 Dutch companies in floriculture to get inspired by captains of industry and experts. In addition, you will also visit the International Floriculture Trade Fair and the Royal FloraHolland Trade Fair. The Pro Manager Mastercourse Floriculture connects you to peers from around the globe, new friends and probably new business partners.

## Partners





# PROGRAM WEEK 1 Inside the greenhouse

## Sunday, October 27: 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, 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 check in to our very comfortable hotel: **Hotel Van der Valk - Nootdorp**

## Monday, October 28: Past-Present-Future

The Mastercourse kick-off takes place in the Westland Museum, illustrating 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 lunch, we will give you a taste of what the Dutch horticultural present is all about by visiting Optiflor. After that, we visit one of the most inspiring producers, **Koppert Cress**. Logiqs will have the center stage. You will prepare your own dinner with the help of top-chefs and we will enjoy our efforts together with the Dutch partners we will meet and visit during this Mastercourse.

The name **Logiqs** stands for Logistics Quality Systems. Logiqs' leading solutions help their customers to achieve a higher profitability and a stronger competitive position within their market.

**Opti-flor** orchids bring atmosphere and colour into millions of European living rooms, offices and hotel lobbies. Their motto is not surprisingly: 'Creating orchids'. **Koppert Cress** is without a doubt a company that you have heard of before. If not, you soon will!

- 08.00** Departure hotel
- 08.30** **Museum Westland**
- 08.30 Kick off (Ed Smit & Harry Kruger)
- 09.00 Museum tour 'The significance of your roots' (Ed Smit)
- 10.00 Participant presentations, 5 min. each
- 11.45 Departure
- 12.00** **Opti-flor**
- 12.00 Lunch
- 13.00 Presentation Optiflor and tour
- 14.15 Departure
- 15.00** **Koppert Cress - Logiqs**
- 15.00 Tour with Stijn Baan (Koppert Cress) and Gert-Jan van Staalduinen (CEO Logiqs)
- 16.30 Cooking workshop
- 18.00 Cocktail with Dutch partners
- 18.30 Dinner prepared by you!
- 20.30** Arrival at **Hotel van der Valk - Nootdorp**

## Tuesday, October 29: Focus on mechanization / automation – Everything under control!

The acreage of greenhouses is increasing but what will future greenhouses look like and how will they be managed? That's the topic of today. We start with the design, the components. Van der Valk Horti Systems can tell you all about this. Ridder will take us on a journey from the set-up and installation of your greenhouse towards the way you will manage your company on a technical level in the future.

**Van der Valk Horti Systems** develops and produces ventilation and screen systems (inside and outside). Most of the innovative greenhouses around the globe, count with equipment from Van der Valk. In addition, Van der Valk has a **Solar Systems division**.

**Ridder** is a family-owned company that has been supporting growers for over 65 years with solutions for managing climate, energy, water, and labor control to optimize production processes in the controlled environment agriculture business. "Helping you grow your way"!

**Pligt Professionals** is a leading producer of flowering pot plants ready for a future as discussed today.

**Erfgoed** produces sustainable cultivation floors for the highest yield.

- 08.00** Departure hotel
- 08.30** **Van der Valk Horti Systems**
- 08.30 Welcome (CEO Arno van Deursen)
- 09.00 Tour Van der Valk Horti Systems
- 10.00 Interactive session on the future of ventilation and screening
- 11.30 Departure
- 12.00** **Ridder**
- 12.00 Lunch
- 13.00 Introduction "The plant is King!" (Chief Innovation Officer Joep van den Bosch)
- 14.00 Workshop - "Everything under control"
- 15.00 Company tour
- 16.00 Visit **Pligt Professionals** (flowering plants)
- 17.30 Departure to hotel
- 18.00** Dinner at Hotel Van der Valk Nootdorp with **Erfgoed**

## Wednesday, October 30: Shining a light on future production

Energy has become a decisive factor in running a profitable horticultural company, especially in countries with a cold or moderate climate. Besides, 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.

**AgroEnergy** 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. Our 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

**Hortilux Schröder** 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.

**Together2Grow** is a leading producer of Alstroemeria while **Ter Laak Orchids** is known around the globe as a leading Phalaenopsis producer and was elected "International Grower of the Year 2018".

**World Horti Center** is the global knowledge and innovation center for international greenhouse horticulture. The center offers educational, research, and presentation services.

- 08.00** Departure hotel
- 08.30** **AgroEnergy & Ter Laak Orchids**
- 08.30 Welcome & Introduction Ronald Hoek (CEO)
- 09.00 Company Tour Ter Laak Orchids
- 10.00 Workshop "Autonomous growing: the SMART way of growing..."
- 11.15 Departure
- 11.30** **World Horti Center**
- 11.30 Tour World Horti Center
- 12.45 Lunch with Joep Hendricks (Director World Horti Center), Leon Eigenraam, Jaap van Duijn (Initiators World Horti Center)
- 13.45 Departure
- 14.00** **Hortilux Schröder & Together2Grow**
- 14.00 Welcome & Introduction Michèl de Wit (Managing Director)
- 14.30 Company Tour Together2Grow
- 15.30 Workshop "HPS vs LED"
- 17.00 Departure to Rotterdam
- 17.30** Visit **Markthal Rotterdam** and dinner
- 20.30 Return to hotel

## Thursday, October 31: The essence of resilience

*Resilient cropping is the way to go. Back to Nature, that is what this day is all about. Nature itself has already created the solutions to all the challenges. It's up to us to find and understand these solutions and pally them with respect! Combining everything we learned so far (innovation, technology) with Mother Nature. Prevention instead of cure. Precision management, improved application techniques are future solutions which contribute to a better environment. Horticulture contributes as no other sector to the 17 Sustainable Development Goals set by the UN. Today we learn why.*

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

**Berg Roses** is based in the Netherlands, but has production sites in Kenya and China as well. Diversification is their challenge and future.

**Zuidplas** is all about endless possibilities in colours, reflected in their position as a leading Gerbera producer.

**Micothon** developed a large program of greenhouse sprayers to control major plagues and diseases in horticultural crops.

- 08.15 Departure hotel
- 08.30 **Koppert Biological Systems**
  - 08.30 Welcome (Peter Maes, Marketing Director)
  - 09.30 Tour Experience Centre (Bram Klapwijk)
  - 10.30 Interactive Workshop on "Resilience: Back to Nature" (Jenette Douma)
  - 12.00 Lunch
  - 12.45 Departure
- 13.00 **Berg Roses**
  - 13.00 Welcome (CEO Arie van den Berg)
  - 13.30 Workshop 'Resilience around the globe'
  - 14.30 Company tour
  - 15.30 Departure
- 16.00 **Micothon at Zuidplas**
  - 16.00 Company visit Zuidplas
  - 16.45 Presentation Micothon
  - 17.45 Departure
- 18.00 Arrival at **Hotel van der Valk - Nootdorp**
  - 19.00 Dinner at hotel

## Friday, November 1: Managing yourself and your company

*Let's face it, do we really have everything under control after this first week? And if so, what about our personal ambitions? Managing yourself and your company is and will be the final key to success, no matter how many logarithms will be applied in your company.*

*Does it make you sparkle? Does it create a smile on the faces of your customers and your employees? And last but not least, will your company remain to be family owned and controlled or does the future require a new (management) perspective?*

**AAB Consultants** observes, investigates and asks the questions that need to be asked. Their practical approach pushes their clients to convert thoughts into action.

**Bruins** specializes in recruitment, assessments & management support with a focus on greenhouse horticulture, the import and export of fruit, vegetables, ornamental plants, flowers and food.

**Arcadia** is a quality brand for a wide range of disbudded chrysanthemums and member of **Decorum Plants**.

- 08.00 **Check out** and depart hotel
- 08.30 **AAB Consultants at Arcadia**
  - 08.30 Welcome (Aad Jansen, Director AAB Consultants)
  - 09.30 Company tour with Bert van Ruijven
  - 10.30 Workshop "Defining the future of your company"
  - 12.00 Departure
  - 12.15 Lunch at restaurant **De Hooiberg**
- 13.00 **Bruins**
  - 13.00 Welcome (Marc Du Prie, Managing Director Bruins)
  - 13.15 Workshop "Defining your personal future"
  - 15.00 Walking tour 't Woudt', the smallest village in the Netherlands
  - 16.00 Wrap up week 1
  - 16.30 Departure
- 17.00\* Arrival at **Hotel van der Valk - Nootdorp**
  - \* Only for those that will stay tonight at Van der Valk

## Saturday, November 2 and Sunday, November 3: It's optional and it's up to you

*Most of you have been to the Netherlands several times. 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. Its history, its culture, and maybe you'd like a good night out? It will all depend on who you guys are and what you'd like to do yourself. We will come up with various options, but you decide for yourself what you'd like to do. If you prefer to define your own program this weekend, we will meet again on Sunday evening at **Fletcher Hotel Wageningen**.*



# PROGRAM WEEK 2 Outside the greenhouse

## Monday, November 4: More with Less – Paving the road to circularity

*Raw materials, fossil fuels, fertilizers, water and fertile soil are getting scarce. More and more consumers ask for sustainable and safe food products without pesticides, but they also demand transparency. All of these developments demand smart growing solutions, like controlled-environment agriculture. But will it be possible for growers to do more with less? Can we move towards a circular economy, in which raw materials are being depleted and residues completely reused?*

**Klasmann-Deilmann** is the leading corporate group in the international substrate industry, with sales and production companies in Europe, Asia, and America. Around the globe, their growing media are the basis for plant growth and for the success of their horticultural partners and customers.

**Start-Life** empowers founders to build and grow Food & Agtech startups with lasting impact. **Wageningen University** is all about "exploring the potential of nature and improving the quality of life". Quite a statement by the world's number 1 Ag University!

- 08.15 Departure hotel
- 08.30 **Klasmann - Deilmann at Start-Life**
  - 08.30 Welcome & presentation "Digitalization in a circular environment" (Ted Vollebregt, Director BeNeLux)
  - 09.15 Workshop "More with less"
  - 10.30 Presentation incubator Startlife
  - 11.00 Tour Startlife – meetings with start-ups
  - 12.15 Lunch together with students
- 13.30 **Wageningen University**
  - 13.30 Welcome by Ernst van den Ende (Director Faculty Plant Sciences)
  - 14.30 Visit research facilities / greenhouses
  - 15.30 Interactive workshop 'Circularity as a starting point for future'
  - 17.00 Wrap-up workshop and departure
- 18.00 Dinner at **Hotel "De Wereld"**
- 20.30 Arrival at **Fletcher Hotel Wageningen**

## Tuesday, November 5: "Operational CHA-I-NGES"

*Disruptive changes have not yet taken place in horticulture. But that will very likely "change". The chain between producer and consumer will change dramatically in the near future. This theme will be worked out in two separate days, today we will focus on what effect these changes will have on your operation as such, before your product will be sold to this brand new market place.*

"Innovation and sustainability play a central role in the way work and think". **Anthura** leads the way at the very first starting point of a (soon to be disrupted) chain. The perfect place to start this day visiting the leading breeder and propagator of Anthurium and Phalaenopsis.

**Ammerlaan, The Green Innovator**, is a leading producer of tropical green plants, but its greenhouse facilities are also energy providers. This is how circular horticulture works in practice.

**YES!Delft** support tech startups to be tomorrow's leading firms and is connected to the Technical University Delft.

**Florensis** is a worldwide breeder and supplier of starting material for professional growers of ornamental crops.

**07.30** Check out and departure hotel

**08.30** **Anthura**

08.30 Welcome (Marco van Herk, Commercial Director)

09.00 Tour Anthura facilities

10.30 Workshop "What cha-i-nges will affect you on a production level?"

12.00 Lunch and departure

**13.00** **Ammerlaan TGI**

13.00 Welcome (Menno Ammerlaan, Director)

14.00 Tour Ammerlaan facilities

15.00 Arriving at Y!D, an introduction to and a tour of Y!D

15.30 Introduction to start ups **PATS Drones**, **Aqysta**, and **Applied Drone Innovations**.

17.00 Drinks & Bites. Relax and networking!

18.30 Short city tour Delft and dinner at restaurant 'Postkantoor' with **Florensis**

**21.00** Arrival at **Hotel van der Valk - Haarlem**

## Wednesday, November 6: "CHA-I-NGES" in marketing and sales

*Compared to other sectors, the horticultural chain is (too?) long. It is likely that this will soon change. The main effect will not be a reduction of prices throughout the chain. Its main effect will be much more efficient and effective communication between producers and consumers. Some will benefit while others will, because of this, cease to exist. Consumers will be much more in control. We call it "crowd control." Are you ready for this future? And what will be in it for you?*

**Decorum Plants** Decorum is a grower's cooperation with more than 50 members. Together, these growers bring over 4000 products to the market under the Decorum brand. Decorum stands for quality, sustainability and innovation.

**Chrysal** Nurturing beauty. Chrysal is a main driving force in the floricultural industry and worldwide market leader in flower food. Chrysal sells its products to producers and to consumers, making the company a true expert on chain developments.

**09.00** Departure hotel

**09.30** **Decorum Plants** (location to be defined)

09.30 Interactive session on the future of the chain (former Mastercourse participants will also be invited to attend this session)

12.00 Departure

**12.30** **Chrysal**

12.30 Lunch

13.30 Welcome (Peter Vriends, CEO)

14.00 Tour Chrysal facilities

15.00 Workshop "What cha-i-nges will affect you from a retail perspective?"

17.00 Departure

**17.30** Arrival **Hotel van der Valk - Haarlem**

18.00 City walk Haarlem

19.00 Dinner at restaurant **Jopenkerk** in Haarlem

## Thursday, November 7: Trade fairs part 1: IFTF "Uniting the world of floriculture"

*Today we will be visiting the IFTF. Since every one of you has his/her own network of contacts, use this day to expand it by visiting exhibitors at the fair.*

*Fair visits are usually long and intense, therefore there will be only an optional dinner at the hotel tonight. Transport will be arranged to Hotel Van der Valk in Haarlem, but you can also make your own arrangements for the evening.*

**09.30** Departure hotel

**10.00** **IFTF**

Free day program and evening

**18.00** Return **Hotel van der Valk Haarlem**

## Friday, November 8: Trade fairs part 2: Aalsmeer Trade Fair "Connect to global growth"

*Your Pro Manager Mastercourse Floriculture is coming to an end and it is almost time to say goodbye. But not before we have visited Royal Floraholland and their auction in Aalsmeer. After that, we'll continue to the Aalsmeer Trade Fair.*

*Like yesterday, there's no fixed program at the fair. Everybody can go networking on his own today. At the end of the day there will be transport to Hotel Van der Valk Haarlem, for those who have extended their stay. If you are staying elsewhere we already wish you a safe trip back home.*

**07.00** Check out and depart hotel

07.30 Royal Floraholland Aalsmeer auction

09.00 **Aalsmeer Trade Fair**

Free day program

**18.00** **Closure Pro Manager Mastercourse Floriculture 2019**