

# PRO MANAGER MASTERCOURSE

FLORICULTURE

CREATED BY



## International Grower of the Year Award

During the GreenTech, AIPH in close cooperation with Jungle Talks, organizes the first award ceremony selecting the **Young International Grower of the Year**. A professional jury will assess three finalists, all selected participants to the Mastercourse Floriculture 2022.

## 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) / +506 884 181 25).

# 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 are selected for this inspiring, two-week Pro Manager Mastercourse Floriculture in the Netherlands.

The Pro Manager Mastercourse welcomes 16 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 16 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 GreenTech and the Flower Trials 2022. The Pro Manager Mastercourse Floriculture connects you to peers from around the globe, new friends and probably new business partners.

## Partners





## PROGRAM WEEK 1

### Sunday, June 5: 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 our very comfortable hotel: **Hotel Van der Valk - Nootdorp**

### Monday, June 6: 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)'. We take time to get to know your roots and to learn about each other's company. During lunch, Ed will present himself as your host for the next two weeks and will immerse you in our "pull versus push" philosophy. Horticulture and floriculture are amazing sectors that provide health and happiness, but we do have to polish our image.

For that same reason, we will visit one of the most inspiring horticultural producers in the Netherlands in the afternoon, **Koppert Cress**. Following an in-depth tour you will all get to work! You will prepare your own dinner with the help of a top chef and you will enjoy your efforts together with the Dutch partners who will serve your meal! Dynamic and inspiring is the way to characterize day one.

- 08.00 Departure hotel
- 08.30 **Museum Westland**
- 08.30 Kick off (Ed Smit)
- 09.00 Museum tour
- 10.00 'The significance of your roots' (Ed Smit)
- 10.00 Participant introductions
- 11.45 Wrap up morning program
- 12.00 **Eat This! - Lunch**
- 13.45 Departure
- 14.00 **Koppert Cress**
- 14.00 Tour with Stijn Baan (Koppert Cress)
- 15.30 Cooking workshop
- 17.30 Meet & Greet with Dutch partners
- 18.30 Dinner prepared by you!
- 20:15 Departure
- 20.30 Arrival at **Hotel van der Valk - Nootdorp**

### Tuesday, June 7: A multicultural group.... But what about your company culture?

We start the practical part of this Mastercourse with the essence of your company. Your company culture. **Dümmen Orange** has been expanding rapidly and extensively in the past years growing into the largest breeder and propagator of ornamentals in the world. How do you integrate different company cultures and create cohesion as well as a strong company culture? In addition, how do you ensure that your clients still recognize and value your company culture?

The acreage of greenhouses is increasing but what will future greenhouses look like and how will they be managed? At Van der Valk Horti Systems we talk about the 'Greenhouse of the Future', focusing on a new, innovative screening system for polyhouses.

**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**.

Tonight, we will have dinner at our hotel so you can choose to have some catch up time with your homebase.

- 08.00 Departure hotel
- 08.30 **Dümmen Orange**
- 08.30 Welcome
- (CEO Hugo Noordhoek Hegt)
- 09.00 Interactive session on company culture
- 10.30 Tour Breeding & Technology Centre
- 11.45 Wrap up morning program
- 12.00 **Networking lunch** at Dümmen Orange
- 13.00 Welcome (CEO Arno van Deursen)
- 13.30 Tour Van der Valk Horti Systems
- 15.00 Interactive session on the 'Greenhouse of the Future'
- 16.30 Wrap up afternoon program
- 17.00 Departure to **Hotel van der Valk - Nootdorp**
- 18.00 Dinner

### Wednesday, June 8: AI and robotics creating power to the plants!

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 works on improving growing systems and vertical farms. What can vertical farming contribute to the world of floriculture?

**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.

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.

To visualize what Logiqs is all about, we will also visit **Barendse Freesia's**, a family owned company that has been engaged in growing freesia's in the Netherlands, but also in Spain and Ethiopia. The company won the Greenovation Award 2020 for best product/concept introduction in floriculture for their innovative growing system for their Freganzia's (developed in cooperation with Logiqs).

**Pligt Professionals** produces a wide range of potted plants and is a dynamic family-owned company with a no-nonsense mentality and a constant drive to develop and improve itself towards one of the most renowned producers of flowering plants in the Netherlands.

- 08.00 Departure hotel
- 08.30 **Ridder**
- 08.30 Welcome & Introduction
- (Board of Directors Ridder)
- 09.00 Company tour Ridder
- 10.00 Workshop "Autonomous growing: the SMART way of growing"
- 11.30 **Departure**
- 11.45 Company visit and lunch **Pligt Professionals**
- 13.15 Company visit **Barendse Freesia's Logiqs**
- 14.30 Welcome & Introduction
- (CEO Gert-Jan van Staalduinen)
- 15.00 Interactive workshop on innovation & sustainability
- 16.30 Company tour Logiqs
- 17.30 **Drinks and dinner at Logiqs**
- 20.00 Return to **Hotel van der Valk - Nootdorp**
- 20.30 Arrival



## PROGRAM WEEK 1

### Thursday, June 9: Shining a light on future production

Today the main theme to discuss and experience is Plant Empowerment. Both in the morning with Hortilux and in the afternoon with Letsgrow, we will look at how to best manage a floricultural crop and how this crop management affects your company's strategic decisions and business model. Yesterday we defined what technology and AI to use, today we will transfer all technology to the plant.

**Hortilux Schröder** based in the Netherlands, is the market leader in the development, supply and application of grow light solutions (LED, HPS and hybrid) for international greenhouse horticulture and indoor farming. Its mission is to support growers worldwide to get the maximum result from the use of grow light, by sharing knowledge by means of advice, consult and digital monitoring and offering the best grow light solutions that meet customer needs.

The growing population around the globe is one of the drivers behind a growing demand for (quality) food. This sparks a strongly increasing need for horticultural knowledge. **LetsGrow** empowers growers through its Data Driven Growing (DDG) expertise and platform.

**Ter Laak Orchids** is a leading Phalaenopsis producer and was elected "International Grower of the Year 2018".

- 08.00 Departure hotel
- 08.30 **Hortilux at Ter Laak Orchids**
- 08.30 Welcome (CEO Michèl de Wit)
- 09.00 Company tour Ter Laak Orchids
- 10.30 Interactive workshop on Plant Empowerment
- 12.00 **Lunch**
- 12.45 Departure
- 13.00 **Letsgrow at Tomato World**
- 13.00 Welcome (CEO Ton van Dijk)
- 13.30 Workshop 'Empower your plant via autonomous growth'
- 14.30 Greenhouse tour **Tomato World**
- 17.00 Departure
- 17.30 Arrival at **Hotel van der Valk - Nootdorp**
- 18.30 Dinner

### Friday, June 10: Finetuning your resilient future

Nowadays, resilience is the name of the game, for plants, people and companies. Koppert rebranded itself recently. What is their strategy and how does that strategy resonate to your business? In the afternoon we'll explore the process of setting up future production facilities with Horti XS and do so at the World Horti Center, an institution that represents the resilience of the private, public and educational entities within the Dutch horticultural domain.

**Koppert** contributes to better health of people and the planet. In partnership with nature, Koppert 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.

**HortiXS** takes greenhouse engineering and construction to the next level and advises a wide variety of international clients in the sector.

**EveryD Flowers** is a producer of mini-gerbera's and partner of grower's group Colour of Nature.

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

- 07.30 **Check out hotel**
- 08.00 Departure hotel
- 08.30 **Koppert**
- 08.30 Welcome & Introduction
- (Peter Maes, Chief Strategy Officer)
- 09.00 Tour Experience Centre
- 10.00 Interactive workshop
- 11.30 **Networking lunch** at Koppert
- 12.45 Departure Koppert
- 13.15 **HortiXS at EveryD Flowers**
- 13.15 Welcome
- (Robert van der Lans, CEO HortiXS)
- 13.30 Company tour EveryD Flowers
- 15.00 Arrival and tour **World Horti Center**
- 16.00 Interactive workshop Horti XS
- 'Connecting the dots'
- 17.30\* Arrival at **Hotel van der Valk - Nootdorp**

\* Only for those who will stay tonight at Van der Valk

### Saturday, June 11 and Sunday, June 12: 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 meet again on Sunday evening at **Hotel Van der Valk in Dordrecht**. This is a different Van der Valk hotel. It will make logistics much easier on Monday morning. Besides, Dordrecht and its surroundings are beautiful. You might as well want to stay the weekend in Dordrecht.



## PROGRAM WEEK 2

### Monday, June 13: More with Less – Paving the road to circularity

Raw materials, fossil fuels, fertilizers, water and other resources are getting scarce. More and more consumers ask for sustainable and safe products without artificial ingredients. They also demand transparency. And in the meantime, they are not always willing to pay for what they ask for. 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?

**Van Krimpen** definitely is a leader when it comes to sustainable (re)use of raw materials where it comes to the production of pots and trays for floriculture. They have made huge steps but still have their challenges, like all of us. We will discuss developments around the globe regarding the use, recirculation and alternatives for plastic.

We will have lunch at **Ammerlaan TGI**, leader in the production of foliage plants, pioneer in geothermal energy and, together with van Krimpen, innovator with their own line of (recycled) pots.

**Horticoop** has changed its name many times due to mergers and acquisitions, but has marked the path for cooperative purchase power. Nowadays, Horticoop participates in a great number of supply companies. Their business model reflects a new mindset defining the strategy of the group. On a company level, the future of (sustainable) substrates will be discussed at **Lensli**.

- 07.30 **Check out**
- Hotel van der Valk - Dordrecht**
- 08.00 Departure hotel
- 08.30 **Van Krimpen**
- 08.30 Welcome (CEO Marco Wilschut)
- 09.00 Tour recycle plant
- 10.00 Workshop "More with less"
- 11.30 **Departure & lunch on the road**
- 12.00 Company visit **Ammerlaan TGI**
- 13.30 **Horticoop**
- 13.30 Welcome
- (CEO Steven van Nieuwenhuijzen)
- 14.00 Interactive workshop
- 'Towards a sustainable future'
- 15.30 Company visit **Lensli**
- 17.00 Wrap up partner visits Mastercourse
- 17.45 Departure hotel
- 18.00 Arrival at **Hotel van der Valk - Schiphol**
- 19.00 Dinner



## PROGRAM WEEK 2

### Tuesday, June 14: GreenTech & Young International Grower of the Year

Today we will be visiting the **GreenTech**. Since every one of you has his/her own network of contacts, use this day to expand it by visiting exhibitors at the fair. If you are not interested in visiting the GreenTech, feel free to define your own program. You might want to have an extra day to visit the Flower Trials.

In the evening you are all cordially invited to the first Young International Grower of the Year Award ceremony organized by AIPH at the GreenTech. Three of you will make it to the final round and all of us will cheer for these finalists!!

**09.00** Departure hotel  
**10.00** **GreenTech**

We hope you can all be at the GreenTech at **17.00** so we can go to the award ceremony together.

**18.00** **Young Int. Grower of the Year Award**  
**21.00** **Departure**  
**Hotel van der Valk - Schiphol**

### Wednesday, June 15: Flower Trials

Feel free to define your own program today, including the evening program. However, we will be visiting the **Flower Trials** in two separate groups for those who want to join. One group will be focusing on cut flowers, the other one on house and bedding plants. At the end of the day we will return to the hotel for those of you who want to have dinner together.

**08.30** Departure hotel  
**09.00** Visit **Flower Trials**  
**19.00** Dinner at **Hotel van der Valk - Schiphol**

### Thursday, June 16: 'Cha(i)nges'

The (Dutch) floricultural chain is rather long. It is likely that this will soon change. We dare to say that the main effect of a shorter chain won't be a reduction of costs 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. What will the future of the Dutch floricultural chain look like? Will it be of any impact for you? And what can Dutch floriculture learn from the way you have organized your chain?

**Royal Flora Holland** is an icon in Dutch floriculture and has been a beacon in the international flower trade for over 100 years. What will the future of RFH look like and what can we learn from each other? Jack Goossens, the chairman of the board, will be with us for an in-depth discussion and, of course, a tour of the RFH premises.

**Online Flower Auction** is the new clock auction wants to position itself as the best system for future-proof auctioning. The new organization implements fair and simple prices saves costs using existing logistics and financial service providers. How will this new initiative find its place in the current chain and what do the initiators expect from the future?

**06.30** Departure hotel  
**07.00** **Visit Royal Flora Holland**  
**7.00** Tour of the auction facilities  
**8.30** Welcome by Jack Goossens (Chairman of the Supervisory Board)  
**8.40** Workshops Cha(i)nges  
**11.00** **Departure**  
**11.30** Arrival **Floriworld**  
**11.30** Guided tour Floriworld  
**12.45** Lunch at Floriworld  
**14.00** **Departure**  
**14.30** Visit **Online Flower Auction**  
**14.30** Welcome by Paul Holla (Co-founder)  
**14.40** Interactive discussion on the auction of the future  
**18.30** Dinner tbc  
**21.00** Return to **Hotel van der Valk - Schiphol**

### Friday, June 17: How do you manage the future?

Your Pro Manager Mastercourse Floriculture is coming to an end and it is almost time to say goodbye.

This morning we will meet with Jan van Dam, CEO of Dutch Flower Group. Dutch Flower Group is a true leader in floricultural wholesale. What role will they play in a rapidly digitalizing world? What is to be expected from companies like Amazon or the likes?

In addition, we would like to offer you even more inspiration before finalize this course. That's why today you'll work with trend creator and flower artist Pim van den Akker on how your future will look like when it comes to your product and business.

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. Therefore, we'll organize a last, intensive workshop on leadership and issues like time management and work/life balance with organizational psychologist and writer Lennard Toma.

Last but not least, we will certainly take some time today to evaluate these two weeks and what impact it had on you. We'd like you to travel back to your companies and your families with a bag full of knowledge and experiences that will stay with you forever! Thanks for making this happen!

**08.30** **Check out and departure hotel for those who return home on Friday**  
**09.00** Arrival **DFG**  
**09.00** Welcome and presentation by Jan van Dam (CEO)  
**10.30** Arrival **Dümmen Orange - Experience Center**  
**10.30** Workshop 'Making everyday's life extraordinary' with Pim van den Akker  
**12.00** **Lunch**  
**14.00** Arrival **Floriade**  
**14.00** Workshop 'Back to your future' with Lennard Toma  
**16.00** **Evaluation & Closure Pro Manager Mastercourse Floriculture 2022**