

# 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 floriculture worldwide. For over 10 years, we've been selecting (up-and-coming) directors representing future proof floricultural production companies from around the globe.

## Selection & costs

The Pro Manager Mastercourse selects 15 inspiring horticultural managers from around the globe. Are you between 25 and 40 years old and have you been working at your company for about 5 years and are you on track to or already form part of the board of directors of the leading company you represent? This course definitely is your ticket to your future as a leader of the global ornamental industry!

Your participation to this course is largely facilitated by a select group of leading Dutch companies in the floriculture industry. If selected, your participation will only cost 1.650 Euro. In addition, you pay travel costs and lodging. Hotel rates are estimated at 160 Euros per night.

## Young International Grower of the Year!

In 2025, it will be for the 5th time that our selected candidates will form the line up of the prestigious 'Young International Grower of the Year Award', organized by AIPH. Participation to our Mastercourse is a precondition to be eligible for this honor.

In addition, a growing number of countries organizes Floriculture Future Leader Awards. The winner of each national award will automatically be selected to participate to the Jungle Talks Mastercourse Floriculture.

## Program

**This Mastercourse will guide, prepare and motivate you to take on the challenge of becoming an inspirational leader in the world of floriculture. For two weeks, you will be among 15 peers from around the globe and meet directors of leading Dutch companies in floriculture.**

These directors will pick your brain on topics that usually stay within their boardroom. Our groups of participants act as advisory boards for each company to be visited.

In addition, you will also visit IFTF and the Aalsmeer Trade Fair during the second week. After two weeks, you can count on the fact that you've made friends for life and besides, you have built business relations you can rely on for years to come. Last but not least, you will also form part of our alumni network and are able to participate to our annual Mastercourse Meet Ups, each year to be organized in a different country around the globe.

## Additional Information

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

## Apply now and get selected!

## PARTNERS





# PROGRAM WEEK 1

## Sunday, October 26 2025: Participant arrival – An appetizer!

Welcome to the Netherlands, you have just embarked on an unprecedented journey! When you arrive to the Netherlands on Saturday or Sunday morning, you might want to join our famous appetizer-program. Don't ask us about details yet, we like to surprise you! In case you fly in on Sunday afternoon-evening or if you just prefer to relax after a long trip, you can just stay at our very comfortable hotel: **Hotel Van der Valk - Nootdorp**

## Monday, October 27: Past-Present-Future

The Mastercourse kick-off takes place in the **Westland Museum**, the cradle of horticulture in The Netherlands, located in 'the garden of Europe'. One of our mantras is: 'You need to be connected to your roots to be able to define your future!' You will be guided by Ed Smit, co-director of Jungle Talks who was born and raised in the Westland region.

After the tour, you will be asked to do an elevator pitch so your peers can start to learn a bit more about your mission in life and work as well as your vision on how to achieve that.

We will have lunch at the Westland Museum after which we will pay a visit to either **Fachjan, Ter Laak Orchids** or **World Horti Center**. The selected participants will have a chance to decide for themselves which of these 3 will be visited.

After this appetizer, the essence of our Mastercourse will literally be served to you at **Koppert Cress**. You'll get to work together preparing your own future, guided by a top-notch chef. Late afternoon, the directors of all partner companies will join us and we'll have dinner together. In fact, THEY will serve YOUR future to you!

## Tuesday, October 28: Breeding the future (of) plants!

At **Anthura**, a dedicated team brings passion to bloom. Expertise, development, and collaboration make their breeding leading in the fields of sustainability, growth power and innovation. The company focuses on Anthuriums, Orchids and Bromeliads and has production facilities in the Netherlands, Germany, North Macedonia and China.

Anthura definitely is one of the leading breeders-propagators in the world of floriculture and has won numerous (inter)national awards. We couldn't ask for a better start of your first full day of this year's Mastercourse.

**Beekenkamp** has over 2,600 employees worldwide and the company is working in vegetables, pot and bedding plants, packaging and chrysanthemums. This combination puts it in a unique position in the market. Ever since 1951 the Beekenkamp family business has been at the forefront of innovation, from new trays to unique varieties created by their breeding division in Maasdijk. This ongoing research ensures that the company remains innovative. It is the first time for Beekenkamp to be partner of our Mastercourse, but their director of Beekenkamp Americas in Colombia, David Marin, received the 'Young International Grower of the Year Award' in January this year!

## Wednesday, October 29: The future is digital: AI & Robotics empower the grower

**Greenhouse Sustainability** lays the foundation for climate-neutral operations with footprint calculation, footprint tools, advice for reduction and offsetting. With storytelling, they further contribute to positive impact on and by companies. In the afternoon Greenhouse Sustainability takes you on an interactive journey into the world of footprint calculation, a deep dive on how sustainability in floriculture can be measured, stimulated and promoted.

**Ledgnd** is a young company with a passion for light and AI in greenhouse horticulture. At Ledgnd, they combine a clear vision for LED lighting with in-depth knowledge of crops. Their key to success is their collaboration with growers to find innovative lighting solutions and optimize their cultivation strategies, empowering them to achieve their specific goals. To illustrate what they do in practice, we'll pay a visit to their beautifully located head office next to the waterway to Rotterdam but we will also visit the renowned Phalaenopsis producer **Van der Maarel Orchids** to see what Ledgnd is all about in practice.

## Thursday, October 30: Focus on future production

For more than 120 years **Lensli** has been developing and producing high-quality substrates for the professional horticultural industry. The company is also acutely aware of the need to change their business model to stay relevant in today's horticultural sector. Director Ted Vollebregt has been at the forefront of many Innovations and cross-sectoral cooperation. Today he will share with you what they're working on and what the future growing media will look like. A peat free future for instance, what does that imply for Lensli and what effect will it have on your business?

**Krimpen** has become a major player in the world of trays and pots and plays a leading role in recycling their used products at their own recycling plant. The future of floriculture highly depends on the way we will be able to adapt to future (sustainability) standards and consumer demands. What should a future pot and tray be made of? How will circularity and sustainability define your future operational needs? Krimpen would like to share some rather interesting thoughts on this, but would also like to pick your brain!

## Friday, October 31: The future of flowers & corporate culture

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. From macro-organisms (cure) to micro-organisms (prevention) marks a huge shift in (biological) crop protection. Back to Nature, that is what this day is all about. It is quite obvious that we have arrived at **Koppert**. At Koppert we've got a dynamic morning program in store for you. Be prepared to be challenged on multiple levels. In addition, you'll enjoy a guided tour of their Experience Center

A perfect final product starts with a great idea. However, what is also crucially important is the best possible quality, the most efficient loading, the desired delivery time and, of course, a favorable price.

**Bunnik Creations** is a renowned concept creator in the world of floriculture. Their Green Event Center features changing new collections all year round and guarantees an inspirational backdrop to discuss the future of the floricultural chain.

## Saturday, November 1 & 2: It's optional and it's up to you

For sure, most of you have been to the Netherlands several times and some of you might even be Dutch or have Dutch roots! 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 that is situated, 35%, below sea level. Its history, its culture, and maybe you'd like a good night out? We wish you a really good time and we will meet each other Sunday evening at [Hotel Van der Valk Schiphol](#).



# PROGRAM WEEK 2

## Monday, November 3: Logistics & leadership

**Shypple** is an all-in-one digital freight forwarder with a clear mission: to simplify global trade through a user-friendly platform that connects all supply chain partners. Today they will share with you what the future of logistics looks like when it comes to shipping perishables goods.

Shypple can be considered as 'the new kid on the logistical block'. Its board of directors is quite outspoken on, for instance, the rapidly upcoming impact of AI in doing business with clients in the future.

Jeroen Gelderblom is the passionate owner of one-man company **JConnectA**.

Over the past years, he has built an impressive international network in the world international horticulture. Jeroen focuses on sustainable and responsible relations in a strong and resilient supply chain. More recently he is also focusing on leadership and in the afternoon he will take you on an inspiring journey on how to grow and further develop yourself as a leader in floriculture

## Tuesday, November 4: The future of the flower chain

**Chrysal** is a main driving force in the floricultural industry and worldwide market leader in flower food. The company specializes in post-harvest treatment, but is currently looking into pre-harvest methods as well, including the use of bio-stimulants. Chrysal sells its products to producers and to consumers, making the company a true expert on chain developments.

AIPH will invite you to join their annual meeting with senior representatives of floricultural organisations from around the globe. In the afternoon the program is still to be defined. Based on the final selection of participants we'll plan on a greenhouse visit, a visit to the IFTF in Vijfhuizen or you'll have the chance to catch up on work back in the hotel.

## Wednesday, November 5: Visit to IFTF in Vijfhuizen

Today we will be visiting the **IFTF** in Vijfhuizen. 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 Schiphol](#), but you can also make your own arrangements for the evening.

## Thursday, November 6: Visit to the Aalsmeer Trade Fair

Like yesterday, there's no fixed program at the fair, today we'll visit the Aalsmeer Trade Fair. Everybody can go networking on his own today. At the end of the day there will be transport to [Hotel Van der Valk Schiphol](#), you're free to organize your dinner tonight again.

All participants to the Mastercourse will be asked if they are interested to compete for the "Young International Grower of the Year" Award. The selection process includes interviews with AIPH and an international jury. Three finalists will be selected during the Aalsmeer Trade Fair and will be invited to IPM Essen for the 2026 "Young International Grower of the Year" Award.

## Friday, November 7: The end of a new beginning

Your Pro Manager Mastercourse Floriculture is coming to an end and it is almost time to say goodbye. But not before we take some time to evaluate these two weeks and what impact it had on you.

In addition, there are still some topics that need more attention. Therefore, we will go on a so-called 'retail safari' today and explore the horticultural chain by visiting different outlets (wholesaler, DIY store, supermarket among others) to discuss what the future of the Dutch floricultural chain will look like. Will it be of any impact for you? And what can Dutch floriculture learn from the way you have organized your chain?

We will finalize this Mastercourse further down the chain, at **Marginpar**, a producer and wholesaler (tbc). A company that says "Marginpar, a unique product of nature, signed by our people". In addition, Early 2024, their trial site coordinator Colin Fernandes was elected 'Young International Grower of the Year 2024'

That is what this Mastercourse was all about. Sustainability, innovation, respect for nature and most of all, your personal role in all this. Your future and the future of your companies highly depends on you and those you work with and live with. We hope to send you home to your companies and your families with a bag full of knowledge and experiences that will stay with you forever! Thank you for making this happen!

# PRO MANAGER MASTERCOURSE FLORICULTURE 2025

## APPLICATION FORM

Applicant's details (as in passport)	Present employment Company / organization	Motivation
First name(s)	Location	
Surname(s)	Company website	
Date of birth	Company phone	Personal learning goals
Sex	Position	
Nationality	Date of entry	
Contact details	Responsibilities	Date
Full address		
Country	Educational record Name(s) of institution(s)	Place and country
Telephone (office)	Location	Signature
Telephone (cell)	Degree (Bachelor, Master, other)	
Whatsapp	Year of graduation	
Email	Field of study	Please send this form to Renee Snijders, coordinator Jungle Talks, renee@jungletalks.com, <u>before 15 July 2025!</u>
	Other relevant courses	
	Level of English	

You will need a recent version of Adobe Acrobat to fill in the form digitally. Otherwise you can fill in a printed version and send the scanned form to [renee@jungletalks.com](mailto:renee@jungletalks.com). In case of any additional questions about the application procedure, please contact Renee per email, telephone or whatsapp: +31 6 - 134 877 20 or go to [www.jungletalks.com](http://www.jungletalks.com).