



Van den Berg RoseS is a family business and a company with a long history and experience in growing flowers. Van den Berg RoseS is one of the main, large-scale, international rose growers from the Netherlands. Van den Berg RoseS has also production locations in Kenya and China. Its name and brand stand for quality, reliability, innovation and a keen eye for people and environment. Van den Berg RoseS grows large-flowered roses in the Netherlands on 120,000 m² and medium-flowered roses in Kenya on 700,000m². These quality roses find their way to wholesalers, florists and finally to end consumers all over the world.

Project assignments – Jungle Talks

Assignment 1: Innovator

How can we add more value to our products? How can we find new products for new markets?

A translation of a commodity good to an innovative product of a new market. Without restrictions and thinking out of the box. Van den Berg RoseS wants to be a motor of innovation. For that reason we are looking for anyone who can help us to make that step forward.

Relevant questions are:

- How do we reach new clients/consumers/new markets?
- What do consumers need or how can we create a need for them?
- How can we add more value to our roses?

Profile:

- 'Out of the box -thinkers';
- Focused on creativity;
- HBO level;
- Preference for food designer (no condition!)
- Motivated mindset;
- Enterprising;
- Goal orientated;
- Excellent communication skills and solution oriented;
- Good command of English;
- Able to work independently;

The final assignment is being confirmed after consultation between student(s) and the company. This final assignment depends on the educational focus and conditions, length of the assignment, personal interest and of course mutual wishes and possibilities.

In case of questions, please contact Arie van den Berg (arie@bergroses.com).
You can also call +31 621 541 852.