

# Mission Booklet

## **Horticulture Mission to the Kingdom of Saudi-Arabia 17 - 22 October, 2021**



Kingdom of the Netherlands



**DUTCH  
GREENHOUSE  
DELTA**



**Innovation  
Quarter**

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# Dutch Greenhouse Delta

The world demands the best solutions for fresh fruit and vegetables and flowers. That's what we can offer.

Global cities are growing and new metropolises will be added to the map in the coming decades. Increasing population density, climate change and resource scarcity such as water are increasing the demand for smart, integrated solutions for the production and distribution of tasty, healthy and safe food. Flowers and plants are indispensable, too, surrounding people with the beauty of nature, bringing colour to homes and even purifying the air. The Netherlands is the largest exporter of food, plants, flowers and seeds – our technology and know-how in this industry are world-famous. It's a unique achievement for a small, densely populated country. The Netherlands is the world champion in horticulture per square metre, thanks to a unique 'ecosystem' of growers, suppliers, greenhouse builders, installers, seed breeders, research institutes and universities. This 'Dutch Delta' offers opportunities and solutions for world cities such as Shanghai, Lagos, Jakarta and Sao Paulo. However, in order to tackle the problems facing the world and its major cities, we need to further join forces as a sector.

## For the world and for each other

With Dutch Greenhouse Delta (DGD), we are launching a powerful international platform. DGD is created to promote Dutch horticulture worldwide, and to make sure that we're identifying and capitalising on opportunities. It's a single label under which various partners can join forces and enable common growth. In doing so, we're ensuring that growth for the sector and its individual companies goes hand in hand with providing solutions to an ever-increasing lack of space and food worldwide. At the moment, twenty leading companies and the AVAG have committed to DGD, including leading greenhouse builders, who are working together to make the large and complex projects of tomorrow a reality. We are well aware that, as a horticultural sector, we need to collaborate with other industries such as water, mobility, energy and logistics. Where necessary and possible, we will involve local partners, as well. This enables us to offer total solutions built on a Dutch foundation.

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# InnovationQuarter

InnovationQuarter is the regional economic development agency for the Province of Zuid-Holland, also known as the greater Rotterdam – The Hague area. Our mission is to strengthen the regional economic structure by stimulating the innovation and business growth potential in this unique delta region. In close collaboration with all major corporations and many SME's, educational and research institutes as well as government organisations, we align the efforts required to design a brighter tomorrow.

75% of Dutch horticulture R&D takes place in the greater Rotterdam – The Hague area, which is home to the highest concentration of advanced greenhouse cultivation in the world. Our horticulture community is ideally located between Europe's leading logistics hub (Port of Rotterdam), the world's best university in agriculture (Wageningen University and Research) and our renowned high-tech sector (centered around TU Delft).

InnovationQuarter offers a range of services to the local horticulture cluster. One example is innovation programme AgriTech, through which subsidies, access to facilities for R&D, testing and demo are available, as well as collaborative open innovation projects.

## **InnovationQuarter**

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# Bayer - De Ruiter Seeds

## Pioneering Innovation

Since the 1500's, pioneers in the Netherlands have led the world's breakthroughs in seed science. This rich heritage of innovation is what drives De Ruiter forward. We strive to advance the science of greenhouse and glasshouse production not only for today, but far into the future. It's a passion we'll carry forth, generation after generation.

Dedicated to serving protected-culture growers, De Ruiter's commitment to research & development and innovative breeding programs means we consistently lead the field in tomatoes, peppers, cucumbers, eggplant, and other crops suited for the protected environment. But what we are most proud of is our enduring partnership with growers.

## Stronger together

Now, as part of Vegetables by Bayer, the precision and innovation you've come to expect from De Ruiter can be found at an even more powerful scale. Using our global network and partnerships, we'll have the ability to anticipate market trends and develop shared solutions to help grow future success for the entire value chain.

## What this means for your business

Our global presence means that the unique challenges you face as a protected-culture grower can now be met with more tailored solutions. And, while breeding the best products is an important start, we know that breeding close relationships and day-to-day interactions are the keys to our long-term success. At Bayer, we strive to partner more closely with you. We know that together, we can grow the health of your business, and the health of the world.

## A commitment to growth

Our pledge to grow your business extends far into the future. We know your needs are constantly changing along with the needs of the industry and consumers around the world. We are committed to evolving and innovating along with you. This commitment will empower not only your growth, but the well-being of people everywhere. Let's work together to ensure your crops provide exactly what people want, and need, to thrive.

### Bayer – De Ruiter Seeds

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BOAL Group is a world-leading engineer and manufacturer of high-performance aluminium roof and sidewall systems and other vital components for glass and poly greenhouses. With five decades of horticulture experience we contribute to meeting the global challenges of rising demand for sustainably and locally produced food. With 500 BOAL employees we contribute towards this common goal.

## **CEA**

Like many of our key partners, BOAL is based in the Westland region of the Netherlands, the cradle of Controlled Environment Agriculture (CEA). Our deep understanding of the industry network and supply chain drives BOAL to continuously raise the standard in horticulture. Our product innovations and co-creations enable investors, builders, and growers to be in control despite fast-changing and harsh climatic conditions.

## **Global expert. Local partner**

Lack of water or light or an abundance; every region has specific challenges. BOAL Group's global expertise and extensive knowledge of your local requirements enables you to profitably and sustainably grow year-round yields with minimal use of resources. BOAL Group, together with its partners, has profound experience in delivering projects in comparably harsh climatic conditions such as KSA, UAE, Egypt, Jordan and Tunisia.

## **Integrated solutions**

BOAL Group offers a broad range of vital greenhouse components:

- Roof and sidewall systems
- Inhouse extruded aluminium profiles
- Insulated service and storage areas
- Climate screen systems
- Insect netting
- Ventilation solutions

Our extrusion manufacturing plants in the Netherlands and the United Kingdom supply aluminium profiles to BOAL Group companies, other greenhouse manufacturers and to customers in solar, construction and transport. BOAL Group's climate screen solutions for energy saving, temperature moderation and daylength control increase yields and plant health. Our insect netting solutions reduce the use of pesticides to enable growers to cultivate in an environmentally friendly way.

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Certhon develops turnkey, custom-made solutions for the most high-tech horticultural projects, anywhere in the world. Certhon has more than 125 years of experience in horticulture and is based in The Netherlands. With 150 highly trained experts, the company has all the knowledge, know-how and technologies under one roof to enable entrepreneurs all over the world to produce local, fresh food. Certhon focuses on turnkey greenhouse projects, indoor farming, LED lighting, technical installations and innovations such as autonomous growing and robotization of for example harvesting crops. Certhon's solutions are innovative and sustainable; achieving a solid return on investment for the client is central to Certhon. Each technical and agronomic solution is extensively tested by the Agronomy department in Certhon's own Innovation Centre. In the Certhon Innovation Centre, our plant scientists and technology experts are doing research at the optimization of technologies in the field of indoor farming. The combination of Certhon's knowledge of plant and technology makes the company the ideal partner to find the best cultivation method for a certain type of crop. Certhon does not only advise on the best cultivation systems but can also integral design and build the horticulture project with all the technologies required.

As of 2020, Japanese company DENSO has become a co-owner of Certhon. DENSO is known worldwide for the largest and very best robotics technology and creates highly advanced products. With 90% of the cars in the world having DENSO components, the Japanese company is no stranger to high-tech. By combining DENSO's knowledge and expertise in automation with Certhon's advanced horticultural technologies and know-how, next gen growing systems are developed for implementation.

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Delphy is the expert for Worldwide Expertise for Food & Flowers in the field of cultivation and production related knowledge in food & flower processes in Horti- and Agriculture. Our experts offer each client the best guidance to realize their ambitions. Delphy works in teams by sector, region or country. The experts of Team Asia are specialized in knowledge development and knowledge implementation for their clients in Agriculture and Horticulture in Asia. We are already active in China, the Middle-East, Turkey and South-Korea. Via our local entities: Delphy China, Delphy Japan and Delphy Turkey, we work with local experts. This way makes that the Dutch knowledge will be implemented and applied to the local conditions and circumstances (f.e. climate, culture, etc.).

### **Our services**

#### Agricultural and Horticultural Projects & Management

- Cultivation management
- Operational management
- Crop planning and crop strategy
- On site operational support (consultancy)
- Implementing digital systems
- Training on the job
- Using Dutch expertise

#### Training & Education

- Cultivation
- Management
- Tailor made
- On-site or in the Netherlands

#### Local Project Development & Expertise

- Functional design
- Tender Procedure
- Construction monitoring
- Training & Education of management and staff
- Operational Cultivation Support

#### Knowledge Development & Implementation

In our innovation sites we do experiments, demonstrations and implementation of:

- New cultivation technologies
- Variety experiments
- New cultivation concepts
- Developed knowledge will be implemented at our clients
- Practical facility for Training & Education



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### **Hatenboer-Water, fresh in water since 1906!**

With more than 115 years of specialist expertise, in-house engineering, design and production Hatেনboer-Water supplies solutions for all your WATER-related challenges and basic needs. Economically sound and environmentally sustainable with all necessary after sales service.

### **Perfect water of constant quality to optimise your crop yield**

Water is a many-sided product. Substances dissolve in water, and countless (micro) organisms grow in water. The treatment of the different sorts of water demands different methods.

Taking your specific situation into account to assure the right solution for your water needs. Over the many decades a vast amount of experience is built with desalination, filtration and disinfection of water for horticulture purposes.

Hatenboer-Water is specialised in the design and construction of membrane filtration systems: Reverse Osmosis (RO), Ultra- (UF), Nano- (NF) and Microfiltration (MF). Depending on circumstances, water savings up to 65% and a short payback time of 2-4 years can be reached. Over 750 Hatেনboer-Water RO systems are in operation in the Horti sector all over the world.

- **365 days per year perfect water**
- **More crop per drop**
- **Well thought-out designs**
- **Tailored to your conditions**
- **Energy efficient**
- **Low operational, service and maintenance costs**

Hatenboer-Water can be your partner in water treatment and services. With local back-up of our own Hatেনboer-Water UAE office and local agents in the region we supply the necessary support and quick provision of consumables and spare parts. Our aim is 100% satisfied customers and we emphasize long term relationships.

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# Hoogendoorn Growth Management

Are you looking for automation solutions, where quality and optimal production are key? Are you striving for efficient use of water, nutrients and energy? And do you want more insight into your business processes? Then at Hoogendoorn you have come to the right place!

Together with its worldwide partners, Hoogendoorn creates sustainable and user-friendly automation solutions for every type of horticultural company. We strive for the efficient use of water, nutrients and energy. In this way we help customers to minimize costs and CO2 emissions and to maximize business efficiency. With our training, advice, service and support we offer complete packages for entire business processes. Thanks to our worldwide partner network we are able to deliver sustainable and qualitative tailor-made solutions for every horticultural company.

We believe that cooperation and sharing knowledge contribute to innovation and growth. We therefore develop our automation solutions in close cooperation with our customers, local partners, industry organizations, universities and research institutes. By sharing knowledge, we are even better able to produce innovative and user-friendly solutions that maximize product quality and cultivation yield. Sustainable and safe production are important principles of our partnerships.

## **Meet IIVO, the smartest way to analyze and control a greenhouse**

No matter what greenhouse or indoor farm, with IIVO a grower is always connected to their crop. This new process computer takes care of climate-, water-, energy- and data management. It's connected to all sensors, hardware, smart cameras, robotics and external recourses such as weather data. All information is analyzed real-time.

IIVO gives growers insights of how crops are performing, but can also act as a growth coach and give advice. A grower can also choose to let the system operate autonomously.

IIVO uses growth strategies and enables intelligent and Data Driven Growing. Due to its crop specific approach it always gets the most out of any crop while using as less recourses as possible.

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# **Koppert Biological Systems**

## **Natural solutions**

Koppert Biological Systems produces sustainable cultivation solutions for food crops and ornamental plants. Together with growers and in partnership with nature, we work to make agriculture and horticulture healthier, safer, more productive and resilient. We achieve this by using natural enemies to combat pest infestations, bumblebees for natural pollination, and biostimulants that support and strengthen the crops both above and underground. Restoring and protecting vital ecosystems in a natural way is the basis for healthy crops and a balanced environment.

Add our quality know-how and consultancy services to this and you will understand why an increasing number of growers regards us as a partner with whom they can realize their ambitions.

## **Partners with Nature**

Koppert Biological Systems contributes to better health of people and the planet. In partnership with nature, we make agriculture healthier, safer and more productive. We provide an integrated system of specialist knowledge and natural, safe solutions that improves crop health, resilience and production.

## **Research & Development**

The ongoing attempt to discover and utilize natural principles forms the backbone of Koppert's activities. Koppert's strength lies in its ability to turn this knowledge into practical applications which contribute to finding solutions to prevailing problems.

## **Knowhow and knowledge sharing**

Although Koppert is primarily known for its products, the company is essentially a knowledge company. With our strong R&D base, we believe that sharing knowledge and training staff is an important step towards achieving sustainable agriculture and horticulture. More than 300 professional consultants ensure that dealers and growers are supported in handling their challenges on a daily basis. Besides operational advice, they devote much time and effort towards communicating their basic knowledge concerning nature and its solutions. Koppert offers a variety of courses and works closely with universities around the world to make knowledge available to a wider target group. Koppert is convinced that knowledge is an important element for success.



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At KUBO we can now look back at 75 years in horticulture. A stable family company with the third generation now at the helm.

KUBO manages complete greenhouse projects. Contracting, engineering, manufacturing, construction and service. All under our own management. This enables us to monitor the entire process, deliver on time and be certain that we are using the latest technologies and concepts.

Demand for food safety, CO2 reduction and locally, safely produced products is on the rise. At KUBO we are convinced that we can respond to these challenges. For that reason, we continue to develop and test new technologies and sustainable production facilities and services.

Innovation is in our genes. It is the condition for progress. That's why we continue to develop and test new technologies and options. The Ultra-Clima has obviously always been an innovation in itself. The greenhouse concept is based on a number of pillars:

- Improved production;
- Maximum food safety;
- Minimum energy consumption;
- Minimum water consumption;
- Reduced CO2 emissions;
- And optimum returns.

With semi-closed greenhouses and smart growing concepts, you create the ultimate environment that uses the least energy and water, whilst ensuring minimum risk and maximum return. Whatever your wishes. Wherever you are. The future of greenhouses is blue.

### **KUBO Smart Growing**

KUBO Smart Growing makes our high-tech horticulture accessible to all. With feasibility studies, KUBO Smart Growing offers concrete insight into wishes, possibilities and local circumstances, so that we can help you achieve optimal returns. KUBO Smart Growing designs and implements organization systems to continuously monitor and improve the quality of your organization. KUBO Smart Growing analyses real-time information from horticultural companies to continuously monitor and improve cultivation, management and organization. Provides advice and personal support that meets the needs and local circumstances of horticultural companies worldwide.





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## Ridder

### **Climate change, drought, population growth – our changing world presents a huge challenge for the agriculture and horticulture sectors**

For more than 65 years, Ridder has been providing the global horticulture sector with smart, well-designed technical solutions that make growing in large-scale greenhouses simpler, more sustainable and more efficient. The effective systems developed by this Dutch family-owned business provide solutions for complex problems involving mechanization, climate control, water management and automation.

At Ridder, the drive to innovate is in our DNA. All this has made Ridder a leading manufacturer of advanced process computers, irrigation systems, management systems, drive systems and climate screens. Ridder's practical solutions facilitate sustainable horticulture in any climate, anywhere in the world.

Ridder is a fast-growing organization with over 340 dedicated employees and international offices across three continents. With the support of its extensive international partner network, Ridder's solutions contribute directly to the efficient and sustainable cultivation of food and flowers in over 100 countries.

### **The basis for successful growth**

Innovative technical solutions for protected horticulture and indoor farming:

- Drive systems
- Climate screens
- Climate control
- Water treatment systems
- Labour tracking systems
- Ridder HortOS

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## Royal Brinkman

**Royal Brinkman, together with its valuable network, is dedicated to creating a better and sustainable future for the entrepreneur in protected horticulture worldwide.**

With a history of more than 135 years Royal Brinkman is a global horticultural supplier, advisor and installer with specialized knowledge of the covered horticultural industry. Our main focus is on vegetables, flowers, potted plants and breeding nurseries. Currently we are exporting to more than 100 countries around the world. We have local branches in more than 12 countries from which our local teams reliably deliver a wide range of approximately 30,000 products to growers: local-for local. At Royal Brinkman we classify our products under seven product themes. Our product themes are: Crop Rotation, Crop Care, Crop Protection & Disinfection, Packaging & Design, Mechanical Equipment, Technical Projects and Service Articles. Each theme has its own range of products. Some of these products can be used for different crops and some are specifically for one crop. Sometimes a combination of products or even a combination of themes, is necessary to achieve the optimal result. The product specialists connected to the seven product themes work closely together to create and develop concepts and solutions. With these concepts we can create custom-made solutions to solve existing and prevent future problems developing. Together with advice from our specialists and network, we can help you make the best choices to improve your crop and create a better and sustainable future.

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## **Signify Horticulture LED Solutions**

Signify is a global leader in the lighting sector and has built up a substantial track record in more than 1000 projects in the horticultural lighting market since 1995. This includes over a decade of dedicated experience developing LED-based light recipes that maximize light in a greenhouse or vertical indoor farming environment. Collaborating with leading growers and research institutes worldwide, we gain knowledge to fine-tune our Philips GreenPower LED solutions bringing the greatest value to growers. At Signify Horticulture LED Solutions, our team is rooted in horticulture and lighting technology. We combine crop growth knowledge and technology, and we value long-term partnerships in business and research.

Local support every step of the way.

Signify Saudi Arabia is a Joint Venture between Signify and Alliance Holding Co. The aim of this joint venture is to bring the latest innovations in lighting systems, products or service to the kingdom and directly linking with Vision 2030 initiative to create local content and introduce latest technologies that support economic diversification.

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**VAN DER HOEVEN**  
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# Van der Hoeven Horticultural Projects

Van der Hoeven is a company on which customers, suppliers and employees worldwide have been relying for many years. Innovation is key to the top quality of our special projects. Our company is known for designing, building and controlling compelling horticultural systems to serve our clients with the expertise and circular infrastructure required, to constantly supply the world with qualitative produce responsibly in terms of energy, water, CO2 and acreage.

We choose to go the extra mile. And how do we achieve that? We maintain an overview, work as a team, and simplify complex issues. Using smart solutions at the start of each project, we can ensure a streamlined end result. We strive to surpass the expectations of our customers. Not once, but always. We aim externally and internally for regular, active knowledge sharing, and we appreciate our many lasting relationships. We work in teams with varying compositions to meet the demands of each project. We combine strengths and disciplines in our teams. Joint brainpower leads to more creative solutions. And last but not least, our customers always have a clear point of contact who knows all the steps of their project. Projects around the world, in varying climatic conditions, and for many different crop types. We actively listen to our customers to always complete the perfect project. Working with our R&D department and sustainability managers, we take crucial steps towards a sustainable future in which efficiency and sustainability go hand in hand.

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# Viscon Group

Viscon Group is a family owned enterprise that specializes in factory automation for agriculture and food. We envision a world in which people, plants and animals can thrive. Our software, machinery, and solutions enable the world to produce, distribute and enjoy healthy fresh food, flowers and plants. We ephemeralize your process, which means you can do more with less and we design and build your entire process. By using state of the art technology and knowledge we make food and agriculture processes sustainably profitable, scalable and easy. As tech-enthusiasts, we dive head-first into challenging processes, using technology to create innovative solutions. We build machines but moreover we build integrations and total solutions for our focus markets:

## **Fruit and vegetables**

Young plant propagation, multiplication (tissue culture solutions) for a broad spectrum of crops and complete hydroponic cultivation systems

## **Flowers and plants**

Propagation and cultivation systems for flowers, potted plants and trees

## **Insect farming**

Scalable handling systems for insect based proteins

## **Logistics and warehousing**

Packhouse automation systems and software for logistics and warehouse management and track&tracing

## **Poultry hatching**

Hatchery automation, in ovo vaccination

## **Industrial washing**

Washing and disinfection of product carriers

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