

# Netherlands Trade Mission to India

22 - 25 May 2018 | sector Agrifood & Horticulture





# Agrifood & Horticulture

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**Wim van der Zwan**

CEO

## Basic Sales/Tharfood

Basic Sales (NL) and Tharfood (IN) will introduce an improved way of reforestation on arid grounds. This Indian-Dutch collaboration is a new startup with the objective to plant at least 10.00.000 trees per year.

In our first year we will introduce the Growboxx® in Rajasthan, Tamil Nadu and Odisha. With this device, forestry departments and farmers can plant a tree with a high survival rate, better growth and less usage of water.

The Growboxx® is a unique smart water container, that is affordable for the smallholder. Next to the tree there are also four seed pockets for vegetables.

Our special attention will go to our program with the working title, "Forest for Free". In rural India we will first plant an orchard. The yield from this orchard, from fruit and vegetables, will be used to develop a new forest. This can be done every year. The result is structural jobs, local food production and a better climate. An important part of this program is rain water harvesting.

In the six months of preparation we got constructive relations with forestry departments, universities and progressive farmers. We are all looking forward to get started with the first shipment of the Growboxx® next August.

We are looking for governmental interest and support for new startups for "Forest for Free". This can also be done in association with large corporates.

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**Bart Dronkert**

Area Manager

## CRV

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## CRV

With offices in 12 different countries CRV is serving more than 50.000 farmers worldwide. At CRV 1300 people are working around the world daily, adding value to farmers' business. In the Netherlands CRV provide farmers with bovine genetics, AI and fertility services and management information products in order to help farmers making the right choices at their farms and breeding a cow which is easy to manage, is efficient and has a high longevity.

### **Products and Services Offered:**

- Bovine genetics; Gir, Holstein
- SireMatch; bull selection and mating software
- Ovalert; heat detection and health monitoring system

### **Unique Selling Points:**

- CRV has unique breeding values for hoof health, udder health, ketosis, feed intake and saved feed costs for maintenance. CRV is the only company in the world with these breeding values.
- Knowledge exchange; We have a very experienced team of breeding specialists who can train farmers about breeding.
- CRV has a long history of collecting data used for improving dairy cattle.



**Maria van der Heijden**

Director

## CSR Netherlands

CSR Netherlands (MVO Nederland) is a Centre of Excellence and network organization of 2,300 Dutch companies that have the aim to increase sustainable and inclusive business. We inspire, connect and accelerate as many companies and organizations as possible towards climate-neutral, circular and inclusive business models, as well as strong and stable business results. We need to hurry up to co-create a healthy happy planet for the next generations. Our motto: haste makes less waste.

The INDUS Forum (Indo-Dutch Sustainability Forum, [www.indus-forum.com](http://www.indus-forum.com)) is a joint effort of CSR Netherlands, the Dutch Embassy in New Delhi and several Indian partners. This forum facilitates online and offline matchmaking between Dutch and Indian companies, and promotes sustainable and inclusive trade. According to our vision, sustainability challenges can best be tackled by the private sector, as together, we can turn challenges into business opportunities.

Through the INDUS Forum, we co-create a community of companies that connect and innovate for international future-proof trade. The INDUS Forum is the one-stop-shop for Dutch and Indian businesses with sustainability challenges and solutions, as well as for knowledge-sharing and the announcement of events. Have a look at [www.indus-forum.com](http://www.indus-forum.com) and see how this forum can help you scale up your business. We look forward to meeting up with you!

## CSR Netherlands

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**Johannes Drees**

CEO De Heus India



**Tanveer Malik**

General Manager De Heus India



**Prashant Sharma**

Commercial Director

## De Heus Animal Nutrition

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## De Heus Animal Nutrition

De Heus Animal Nutrition is a leading animal nutrition company with activities in more than 50 countries and over 5.000 employees. Worldwide De Heus produces a high range of quality animal feeds in Europe, Asia, Africa and South America, where it aims to increase the income of farmers, by assisting them with the production of high quality meat, milk, eggs and fish. Doing business means seeing opportunities and grasping them. Through constantly investing in knowledge, innovation and quality we are able to deliver customers tailored feed solutions of all types: premixes, concentrates and complete feeds. In India we have launched these products in June 2017.

After extensive market research and noticing the high potential of the dairy and poultry market, the lack of quality products, the need for more knowledge and the opportunity to contribute to increasing a farmers income, De Heus incorporated in 2017 in India. Since June 2017 we sell dairy and poultry feeds in Rajpura, Punjab. These products, specifically designed for the Indian livestock market, focus on increasing the longevity, fertility and health of the Indian dairy cattle and chicken. Furthermore, De Heus India is successful with the import and sale of fish and shrimp feeds.

Through good quality control of incoming and outgoing products and a lot of training De Heus India intends to increase the efficiency and performance of the Indian farmers and double their income. To grow even more De Heus India is looking for partners that are interested in investing in the dairy, poultry and aqua value chain, for more information please reach out to [India@deheus.com](mailto:India@deheus.com).

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## Hoogendoorn Growth Management

Hoogendoorn is known as the most innovative supplier of process automation systems in the horticultural industry. For more than 50 years, we have been striving towards the optimal greenhouse climate, increasing crop yields and managing costs and risks in greenhouse horticulture. During these years, we have learned to look at projects in a unique and individual way, no matter what their size. With innovation being our prime focus, and by only integrating the latest techniques and insights into your professional management, suddenly the most complex of processes seem to be surprisingly simple. We call that “Growth Management” and it is at the heart of all our services, people and products.



**Natascha Faessen**  
 Export Sales Representative

### Our products

The iSii compact is Hoogendoorn’s process computer for irrigation and climate management. Due to its modular structure, you can adapt the system to the specific needs of your horticultural business.

The iSii Next Generation is the ideal process computer to optimize your climate, irrigation and energy management. The system’s modular structure enables you to tailor it exactly to the specific circumstances at your site.

### Service and support

Hoogendoorn cooperates closely with local partners all over the world who take care of installation and commissioning. Once the system is running, they will provide you with support in case you need it and you can contact our “24-7” helpdesk. Also we offer individual “on site” training and for more frequent training we have the “webinar” option.

## Hoogendoorn Growth Management

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**Wietse van Tilburg**

Investment Manager

## Incluvest

Incluvest is a member of the Woord & Daad group and acts as the fund manager of the Fair Factory Development Fund. As a social impact investment company, its bottom-line mission is to contribute to the sustainable improvement of living conditions in developing countries.

Incluvest uses a combination of people and financial resources to invest in promising food processing businesses.

Incluvest enters into partnership with like-minded highly skilled partners to develop food processing businesses to realize the (agri) potential of countries. Its approach is market driven. Incluvest understands the challenges it takes to develop new industries and therefore works from a long-term perspective.

Through Fair Factory Development Fund, Incluvest provides:

- Long-term patient capital in equity or debt, to take part of the risk of a startup company with the other shareholders. An exit is not anticipated before the company is through the risky startup phase and is fully operational. An investment horizon of 10 years is not considered unusual.
- Expertise of financial engineering in emerging markets.
- Implementation of a Fair Factory environment.
- Access to soft funding for capacity building for the local involved communities

Looking for equity investments in food processing business. Further looking to meet both equity and debt to explore potential co-investment.

## Incluvest

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**Peyoush Datta**  
Director

## IPA Projects & Services

IPA Projects & Services operates out of the Netherlands and has completed many successful projects internationally. Our primary business is helping businesses setup their production/warehousing. We have served many multinational clients across the world, ranging from SMEs to MNCs.

### **Products and Services Offered:**

- Project Management
- Assembly Lines/Automation Solutions
- Engineering & Design

### **Unique Selling Points:**

- Our Dutch heritage, mixed with Indian culture has allowed us to serve Indian clients very successfully.
- We are very experienced in the European market, in terms of production/warehousing locations, and have established the relevant partners to assist in verticals related to the same.
- In-depth market and segment knowledge.

### **Profile of Commercial Contacts Wanted:**

We are fortunate enough to have established a great network around agro-food. As a result, we are looking for companies who wish to expand to NL/Europe. The expansion can take numerous forms, such as trade, warehousing, production and knowledge transfer. We are open to discussions regarding this matter.

## IPA Projects & Services

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# iStill



**Edwin van Eijk**  
CEO

## iStill

iStill builds innovative distilleries, based on 21st century technology. Currently, over 600 iStills are in use worldwide. They are helping (craft) distillers all over the world at making whisky, vodka, gin, rum and brandy.

iStill believes bashing the status-quo and thinking out of the box are the way to move the distilling industry forward. We design and build beautiful products that outperform anything. And we believe that strong, long term personal relationships are at the basis of a mutual successful cooperation.

iStills innovations consist of fully automated run procedures and heads, hearts, and tails cut management. The robotization takes care of flavor intensity and alcohol purity. Wifi connection allows for remote control and management, as well as over the air software updates from iStill HQ.

An iStill can complete the whole alcohol production process in one machine: mashing, fermenting, distilling and (accelerated) aging. While the automation limits labor and makes sure the (craft) distiller has perfect control over taste profiles over and over again, the integrated approach towards mashing, fermenting and distilling limit pumping, cleaning, and the risk of bacterial contamination.

iStill also provides workshops, in order to train its customers at becoming world class distillers. The workshops, with a 9.7 out of 10 appreciation, are considered the best in the industry. iStill, based on its extensive distilling knowledge, also provided laboratory and product development services to its customers in order to assure they produce award winning spirits.

## iStill

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**Arjen van Tunen**  
CEO



**Shital Dixit**  
Business Developer

## KeyGene

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## KeyGene

### The crop innovation company

KeyGene is the go-to AgBiotech company for higher crop yield & quality.

With our intellectual capital, solution driven approach and collaborative spirit, we work for the future of global agriculture with partners in the AgriFood sector. Using our proprietary technologies and non-GM approaches, we support customers with the development of new and improved crops. Our goal is to help organizations with their toughest R&D challenges, combining our cutting edge breeding technologies, bioinformatics & data science expertise and plant-based trait platforms.

KeyGene was founded in 1989 by a number of Dutch seed companies. The company started as a molecular marker specialist that revolutionized plant breeding by the development of its DNA fingerprinting technology. Today, innovative research remains at the heart of our company and drives us to deliver novel crop improvement solutions for our partners. At KeyGene, we work in an international environment with more than 140 professionals from all over the world. Our company is based in Wageningen, Netherlands and Rockville, MD, USA.

### Our objectives for this mission:

- Establish and extend value add collaboration with B2G and B2B
- Provide cutting edge technologies to seed companies for making improved and higher performing crops
- B2G partnership: Partner with Indian governmental organizations and institutions to help their mandate to double the Indian farmers income with high quality seeds
- B2B partnership: Collaborate with Indian Agri-food companies to help them make better, healthy and high quality food products



## Kiremko

Kiremko is a leading Dutch company that since 1965 is dedicated to the design, manufacture and installation of industrial potato processing equipment. Kiremko is active worldwide with an exclusive network of local support offices in the UK, Russia, India, China and dedicated agents elsewhere.



**Paul Oosterlaken**

Director

Kiremko has a modern and well-equipped facility with over 10.000 square meters manufacturing plant and offices. The company employs over 170 people, the vast majority highly skilled specialists in design, manufacture and implementation of food processing lines, a number of food technologists plus a team dedicated to innovation projects and research & development.

We develop and realize projects working with a practice-proven, project-oriented methodology on the highest quality standard, in compliance of specific product requirements, hygiene and safety regulations according to the individual customer and market demands. Our policy is to serve our customers with an adequate, innovative and dedicated approach to their projects. Therefore, our projects are always engineered and manufactured to order.



**Bhavana Vishwanath**

Director Kiremko India

Kiremko actively developed strong partnerships with suppliers of specialist equipment and components in order to offer you the best and latest technology available in the market. The cooperation between Kiremko, Idaho Steel, Reyco Systems, Tolsma-Grisnich Group and our other partners is an excellent source for your turnkey solutions from raw product receiving systems right up to the packaging lines of your finished product.

At Kiremko we challenge ourselves every day to improve potato processing. By improving our own process and know how, we are able to enjoy in the success of our customers.

### Kiremko

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## Larive International

Larive International, established in 1975, is an international business development advisory firm, specialized in assisting companies in developing and implementing their market entry or expansion strategy in (to) high-growth emerging markets.

Through our network of local offices in more than 30 countries in Asia, Central and Eastern Europe, Turkey and East Africa, we provide local expertise and practical assistance. Such assistance may consist of setting up production facilities, finding the right partner or distributor, attracting finance or even acquiring a local company. Simply said, we have the network and the local knowledge to help companies reach their goals faster, cheaper and with less business risks.

Larive has been present in India since 1984. Since April 2015 Larive has agreed to establish a strategic partnership in India where Sannam S4 will become the sole member of the Larive Group. Through the collaboration with Sannam S4, Larive can service clients throughout India and provide professional services such as market research, market entry strategy, growth strategy, partner searches, management recruitment, finance, tax, accounting & compliance and M&A related services. Sannam S4 has a local team of 105 employees and offices in Delhi, Bangalore, Mumbai and Chennai.

Larive is furthermore the initiator and coordinator of FoodTechIndia & HortiTechIndia, public private partnerships of Dutch companies active in the agri & food sector and the Dutch government, to strengthen their position on the Indian market.

For more information, please visit  
<https://www.larive.com/ppp-projects>



**Davinia Lamme**  
 Managing Director



**Linda Romijn**  
 Project Manager



**Phuong Oanh Tran**  
 Project Manager

### Larive International

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**Gert Jan Oplaat**

Chairman

## NEPLUVI

NEPLUVI is the association of poultry meat processing companies in the Netherlands. They represent poultry slaughterhouses, cutting plants, further processors, cold stores and traders. The members of NEPLUVI are responsible for >99% of the poultry slaughtering in the Netherlands. NEPLUVI represents the poultry meat sector on a number of topics, for instance on animal health and welfare, food safety, promotion of the sector and its products and in export support. NEPLUVI is the contact organisation towards the Dutch government and competent authority and represents the sector in a number of commissions/working groups and meetings.

The Netherlands is home to 19 major poultry slaughterhouses, processing broilers, spent hens and ducks. A number of cutting plants divide the carcasses into different parts that are either ready to be sold to the end-consumer or are sold for further processing. This can for instance be for production of mechanically deboned meat, of which several major producers are members of NEPLUVI.

In 2017, the Netherlands exported 1.4 million tons of fresh frozen poultry meat, of which 356.000 ton to third countries. Export of poultry meat from the EU as a whole was 4.1 million tons in 2017.

The Dutch poultry sector relies on a strong European poultry meat sector. Many topics are regulated on a European level and changes in the system affect all member states. Therefore, NEPLUVI is a member of the a.v.e.c. (European association for the poultry meat processors) and is closely involved in EU wide discussions concerning the poultry meat sector.

### NEPLUVI

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**Rob Vasbinder**

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## Nettenergy

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## Nettenergy

Nettenergy is the developer and licensor of the patented PyroFlash technology that converts biomass into bio-fuels, bio-chemicals, energy and green electricity using pyrolysis. We apply this technology in pre-fabricated mobile plants so that they can be placed at the source of biomass. We are offering this technology world-wide through local partners.

### Products and Services Offered:

- Mobile Pyrolysis plants
- Mobile Gasifier plants which convert biomass into green electricity

### Unique Selling Points:

- Our plants can handle a variety of biomass
- Our plants are self-supporting in energy and electricity
- Our plants can run autonomous
- Our plants are manufactured in the countries of use

### Profile of Commercial Contacts Wanted:

Looking for matchmaking with companies with access to biomass and/or the desire to enter the domain of bio-fuels and bio-chemicals as producer/consumer or reseller.





**Edo Offerhaus**  
General Manager

### **NLinBusiness**

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## **NLinBusiness**

NLinBusiness is initiated by the Confederation of Netherlands Industry and Employers (VNO-NCW) and The Royal Association of Small and Medium-sized Enterprises (MKB-Nederland) in close partnership with the Dutch Ministry of Foreign Affairs, the Dutch Ministry of Economic Affairs, and the three leading Dutch employers organisations.

NLinBusiness supports Dutch firms as they trade around the world and international firms as they trade with The Netherlands.

With NLinBusiness in place, it is time to step up the pace, specifically through more professional support for Dutch companies looking for export opportunities, so they can grow their business and create new jobs. As well as for international firms which are looking for export opportunities in The Netherlands.

NLinBusiness was established to coordinate and professionalise (Dutch) trade promotion and international business development mainly focusing on small and medium sized companies, to further grow and fortify our economic positions in growth markets in Asia, South America, Africa and the Middle East, as well as in more established markets in Europe and the US.

NLinBusiness focuses on coordinating and organising accessible and long-term programs for (Dutch) small and medium sized companies with ambition to grow internationally.

NLinBusiness also leads public-private initiatives, for example in following up on trade missions, building Dutch consortia when required for large scale projects, participation in World Bank, IFC, AIIB and cooperating with the Netherlands' diplomatic missions, to enable (Dutch) firms to actively participate in large projects overseas.

## Nutrilab

Nutrilab is a testing laboratory for the Agri&Food industry with a lot of international experience in testing products for export and import. Nutrilab, a sister company of Schouten Europe, is an analytical laboratory for food and feed ingredients; cereals, pulses, oilseeds, vegetables, fruits, nuts, sugar and starches, fibres, beverages, spices, condiments, forages, grain, rice, maize, soy, vegetable oil, and a lot of finished products. Nutrilab has been around for more than 60 years.



**Pieter Vos**

Director

A lot of samples are tested for big retail, foodservice and industry, consumer product and raw material. A broad spectrum of analyses as nutritional value, heavy metals, pesticides, mycotoxines, microbiology, and allergens are within the scope of the laboratory. Nutrilab developed NIR methods for fast and cheap product testing. As a member of the EU, the Netherlands has the EU food safety standards of the EFSA. Nutrilab will start a laboratory in India for fast and cheap testing methods for the export market and the domestic market. The new laboratory will be based on the Dutch Quality level. The used methods are according requirements of the Dutch and EU market.

Nutrilab is looking for producers of Agri&Food products or ingredients for export and the domestic market interested to work with Nutrilab.

Nutrilab is a partner who's increasing the volume and the food safety of your company products.

### Nutrilab

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### **Victor Eveleens**

Director & Partner  
NXT INTERNATIONAL TRADE &  
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### **Melis Akcan**

Senior Consultant & Head of  
Agro-Food Cluster  
NXT ENTERPRISE SERVICES

## **NXT GROUP**

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## **NXT GROUP**

### **The NXT GROUP delivers international growth.**

The NXT Group is the leading Market Expansion Services provider in The Netherlands with a strong focus on emerging markets.

### **Our expertise: Market Expansion Services**

The NXT Group helps companies to grow their business in existing markets and expand into new ones. We are experts in managing a companies overall internationalization process.

### **Our service proposition**

We help our partners to grow their international business by providing them with a broad range of specialized services along the value chain: from market analyses, feasibility studies, sourcing, marketing and sales to distribution and logistics and structuring and managing of our client's local presence.

### **Our head office**

The NXT Group of Companies is headquartered in Halfweg (Amsterdam region), employs an international team of 42 specialists and has business presence in Turkey, India, Indonesia and Colombia.

### **Agro-Food sector representation**

Since 2015 the NXT Group has become the service provider for the Netherlands, Agro, Food & technology Centre (NAFTC) in India and Turkey. The NAFTC represent a cluster of 52 companies active in the Dutch Agro-Food sector.

### **Profile of Commercial Contacts Wanted:**

Looking for a connection with companies that might be interested in expanding their business from India to the Netherlands and vice versa and are active in the following sectors:

- Dairy Sector
- Potato Sector
- Poultry Sector
- Horticulture Sector
- Biomass Sector
- Industrial Machines & Equipment Sector



**Wouter van Eijkelenburg**  
Strategic Advisor Trade Promotion

## Rabobank

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## Rabobank

Rabobank is a cooperative and socially responsible bank. Our aim is to be market leader across all financial markets in The Netherlands and the leading global Food and Agriculture bank. With over 400 offices, serving approximately 10 million customers Rabobank has been present in Asia for over 30 years and has built a strong franchise and network.

### Rabobank Group in India

Rabobank, with its predominant focus on food and agriculture related sectors, has identified India as an important focus country in Asia. As a leading Food and Agribusiness bank, Rabobank Group has been operating in India since 1998. Presently it operates as Coöperatieve Rabobank U.A., with its first branch and corporate headquarter located in Mumbai and Rabo India Securities, the investment banking arm of the group and provide specialised products and services. Rabobank offers a wide array of products to its clients and based on its deep understanding of the global Food and Agriculture and Renewable Energy sectors and its globally networked presence.

### Our product offerings in India:

- Corporate Banking
- Global Financial Markets
- Mergers & Acquisitions
- Equity Capital Markets
- Project Finance
- Food & Agri Research & Advisory Services
- Trade Commodity Finance
- Cash Management
- International Services Desk

Rabobank Foundation, Established in 1974, Rabobank Foundation ("RF") is the social fund of Rabobank focused on helping people become self-reliant. Rabobank Foundation has been very active in India for the last six years. Aligned with the Banking for Food agenda, RF's interventions are along two primary themes: Access to Finance and Supporting Small Producers.



## Rijk Zwaan

Rijk Zwaan is a Dutch family-owned vegetable breeding company. It is amongst the top 5 in the global vegetable seed market with a turnover of over 400 million euros and a market share of 8%. Rijk Zwaan develops vegetable varieties and sells the seeds produced from them. It combines the huge genetic diversity that nature has to offer with continuous investment in R&D (approx. 30% of the annual turnover). This results in plant varieties with ever-better combinations of desired traits.

Rijk Zwaan has more than 1,000 varieties in its assortment, across more than 25 different vegetable crops. Rijk Zwaan seeds are sold in more than 100 different countries through locally operating sales subsidiaries and numerous distributors. To align its products perfectly with market requirements, the company maintains close contact not only with growers but also with the rest of the vegetable chain. Rijk Zwaan takes a personal approach and strives for win-win situations and long-term partnerships.

The head office is situated in De Lier, The Netherlands. In addition, Rijk Zwaan has over 30 foreign subsidiaries handling sales, R&D and seed production activities. Rijk Zwaan employs around 2,800 people and they are the company's most important asset. The company culture is centred on involvement, teamwork and loyalty. As a result, Rijk Zwaan's employees are highly motivated to provide all customers with top-quality seeds and a high level of service.

Since 2010 we have a subsidiary in Bangalore, India. A dedicated team of sales- and product managers sells our vegetable seeds to growers all over India. In February 2017, a new breeding station near Bangalore was opened.



**Rens Knieriem**

Business Manager South & East Asia



**Harry Singh**

Managing Director India

### Rijk Zwaan

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# schouten

SPECIALIST IN PLANT-BASED PROTEIN FOODS



**Henk Schouten**

CEO

## Schouten Europe

Schouten Europe develops, produces and sells Plant Based Protein Foods (meat substitutes) and does so worldwide for the retail, food service and industry. With 28 years of experience and a wide range of vegetarian products we offer tailor-made solutions, fresh (refrigerated), frozen and shelf stable.

Our production sites are BRC and IFS certified. In addition we have, within the Schouten Group, access to an independent commercial and accredited laboratory (Nutralab).

We work with retailers; manufacturers of snacks, salads and meals; global fast food chains and all sorts of other parties.

Schouten Europe is a family company, the first Schouten company dates back to 1893. The great-grandfather of Henk Schouten started a bakery back then. The 3 sons of Henk are the 5th generation active in Schouten Group.

We have plans to start production in India and to supply our products to the Indian market (Foodservice, Retail and Industry). We would like to meet companies that are interested to partner with us in the broadest sense of the word.

## Schouten Europe

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**Ton van Arnhem**

Director International Strategy

## Topsector Agri & Food

The Dutch government wants to strengthen nine sectors in which the Netherlands excels. To achieve this, government, industry and knowledge institutions join forces in the so-called 'golden tri-angle'. Agri & Food is one of the nine Topsectors and the largest manufacturing sector in the Netherlands. It accounts for ten per cent of national income and employment and about twenty per cent of total Dutch export. About seventy per cent of the food and agricultural products are exported with an annual export value of more than € 80 billion. That makes the Netherlands the world's second exporter of food and agricultural products. Eighty per cent of this is traded within the European Union.

### Topsector Agri & Food

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## Topsector Horticulture & Starting Materials

The Horticulture and Starting Materials sector makes a considerable contribution to the Dutch economy. Our knowledge and training institutes are internationally recognized and respected. And the business community in the cluster often ranks number one in their respective fields. The sector is world's largest exporter of fresh vegetables and the largest player in the export of cut flowers, flower bulbs and seed potatoes.



**Gabrielle Nuijten-Vaarkamp**

Managing Director

Societal and economic challenges compel us to do more with less. This is, however, the strength of this Dutch sector: propagation materials for disease and drought-resistant crops with a higher yield, a better taste and shelf life, achieve the highest productivity per hectare with less use of pesticides, water and minerals. In this process we work demand driven and look for solutions adapted to specific local circumstances all over the world. The Dutch top sector is at the forefront of energy efficiency, renewable energy and CO2 reduction.

The Topsector Horticulture & Starting Materials is one of the nine Top sectors appointed by the Dutch government. It is a platform where government, companies and knowledge institutions work together on knowledge and innovation programs, the Human Capital Agenda and internationalization.

### Topsector Horticulture & Starting Materials

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## Trouw Nutrition



### Saurabh Shekhar

General Manager Trouw Nutrition  
India

Trouw Nutrition, a Nutreco Company, is the global leader in innovative feed specialties, premixes and nutritional services for the animal nutrition industry. Trouw Nutrition provides species-specific nutritional solutions consisting of feed concepts, products and nutritional know-how.

The unique combination of products, models and services Trouw Nutrition offers, boosts productivity and supports animal health through all life stages with the ultimate goal to optimize our customers business from a nutritional perspective. Trouw Nutrition has locations in 35 countries with sales in over 90 countries and around 3,000 employees.



### Suyash Vardhan Bhal

Ruminant Species Manager  
Asia Pacific

Trouw Nutrition is part of SHV Group based in Utecht, the Netherlands. SHV Group has a wide range of operations and presence in 52 countries with more than 60, 000 employees and a net sales of € 15 billion.

Trouw Nutrition has the expertise to bring effective solutions for improved growth and enhanced benefits through: people and skills, specialized products, animal and economic models and application services. With innovation being central to all our activities, we aim to be the complete solution providers.



### Jeanne Boekhorst

Project Manager Ruminants  
Asia Pacific

Our mission is Feeding the future. Feeding the future is the essence of Trouw Nutrition: expressing the challenge to double food production while halving the footprint. Our ambition is to contribute to meeting the rising food needs of a growing world population in a sustainable manner.

#### Profile of Commercial Contacts Wanted:

Looking for matchmaking with companies that might be interested in exploring dairy business opportunities with Animal Nutrition organization like us.

### Trouw Nutrition

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**Tjalling Huisman**

Dean Animals and Business

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## Van Hall Larenstein, University of Applied Sciences

Van Hall Larenstein University of Applied Sciences (VHL) is an international green knowledge institute that combines education and applied research within the various professorships. VHL offers a wide range of English taught Bachelor programs, professional 1-year Master programs and conducts applied research at its locations in Leeuwarden and Velp. With our educational and applied research programs we aim to help the public, government and business to answer social and economic questions which can be implemented immediately.

Since 2011 VHL offers a twinning / 2+2 programme to Indian students in the Pune area together with the Baramati Agriculture Development Trust (ADT). Students study in Baramati for 2 years and then enrol in the 3rd year of a VHL programme. We offer a programme in Agribusiness and Business Administration and in Animal Husbandry. Within this Living Lab India we recently finished a project "Family Dairy Tech" where we worked with Dutch companies, students, researchers and groups of Indian farmers to find innovations for Indian farmers to increase their business. Based on this project we are now setting up new collaborations with animal feed producers, farmers and milk processors (Family Dairy Innovation) and develop a 'Value Chain Field School'.

Another example is the start of a Centre of Excellence (CoE) in Horticulture on the grounds of our Indian partner Institute; Baramati Agriculture Development Trust. With the involvement of Dutch companies, Dutch government, VHL, is involved in training the CoE staff in greenhouse management and sustainable business models. Building further on these projects we are presently preparing to start a new projects (Training and Dissemination project COE) and participate in another PIB (Hortitech India).

We would be pleased to explore the opportunities with you to cooperate in these projects.

## Wageningen University & Research (WUR)

**Wageningen University & Research (WUR)** is the only specialized university and research organisation in agriculture and food in the Netherlands. With approximately 30 locations, 6,000 staff members and 12,000 students, we are a world leader in agro and food. We develop knowledge and we help our partners and clients to apply the knowledge. In this we differ substantially from other universities. The combination of research, education and value creation has made us internationally successful. We implement projects all over the world including many in India.

Besides fundamental research and academic training WUR provides:

- **Contract Research**, for example on improving the shelf life of agriculture products, flowers or food, technical studies on the application of your product in nutritious foods, precision agriculture technology, smart irrigation, water management etc.
- **Consultancy**, for example advising companies on international market developments in agro and food,
- **Capacity building**, for example specialist training courses for professionals in high tech agriculture, horticulture, livestock farming, and aquaculture.

**Wageningen Food & Biobased Research** is one of the Contract Research Organizations of WUR, part of the Agrotechnology & Food Sciences Group. Together with our clients we develop healthy and tasty food, truly-sustainable food chains, and chemicals and materials that use biomass instead of fossil resources. Our in-depth knowledge of the entire chain, from raw materials through processing to end product, drives our approach. We work with national and global companies, governments and other research institutes to create innovative solutions.



**Raoul Bino**

Managing Director Agrotechnology  
& Food Sciences Group



**Arjo Rothuis**

Manager International Cooperation  
Asia

### Wageningen University & Research

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## World Horti Center

World Horti Center is the leading innovation center of the international horticulture sector. It's based in the middle of the greenhouse horticulture centre of the world, Westland. The center is visited annually by some 25,000 international professionals. World Horti Center has emerged from close cooperation between business, education, research and government, in which openness and transparency are central. As a result of the intensive knowledge exchange and collaboration, the sector is able to innovate even faster than it already does.



### Angelique de Wit

Director Westland Marketing  
representing World Horti Center

Dutch horticulture can make a major contribution to the health and well-being of people globally and wants to play a leading role in providing solutions to relevant social themes such as water, food supply, food safety, well-being and sustainability.

In modern research facilities of World Horti Center, research takes place in the fields of climate, watering, light, crop protection, crop systems, fertilizers and more. These studies are carried out to test effects on crop level.

World Horti Center also focuses on young talent. By working together with Dutch horticulture companies and the research department on training programs which are consistent with practice, we create excellent career opportunities in high-tech horticulture.

Over eighty innovative companies that are active in the international greenhouse horticulture sector, such as breeding, energy and climate control, flowers and plants, food, breeding, greenhouse construction, cultivation technique and logistics, show in World Horti Center what they have to offer.

#### **Profile of Commercial Contacts Wanted:**

Looking for matchmaking with companies or educational organizations that might be interested in doing business with Dutch horticulture, or who wants to visit and collaborate with World Horti Center.

### World Horti Center

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