



## Director Gulf Region (part-time, average 16 hours/week)

At Dutch Greenhouse Delta (DGD), the position of Director Gulf Region has become available. In the Gulf Region, there is an increasing demand for self-sufficiency in sustainable food production. Additional challenges arise due to high temperatures, water scarcity, and infertile soils. The region is clearly transitioning towards secure and sustainably grown crops. The Dutch horticultural sector can play a significant role in this transition with its innovative technology, knowledge, and comprehensive solutions.

### Our Organization

DGD is a powerful international platform established to promote Dutch horticulture worldwide and identify opportunities for the sector. It serves as a unified label under which various innovative partners collaborate and work on solutions for the growing global issues of space and food scarcity. We represent the entire horticultural ecosystem from Farm2Fork, involving the golden triangle of education & science, business, and government. We work towards internationalization in various focus areas, including the Gulf Region. We collaborate with a wide range of national and international public and private partners, always with a focus on innovation and sustainability. We are long-term relationship builders, leveraging the robust Dutch reputation in horticulture. Alongside our partners, we aim to create global impact and contribute to the Sustainable Development Goals (SDGs).

### Your Role

The role encompasses business development, marketing & communication in an international context, collaborating with private and public partners both in the Netherlands and the Gulf Region. As Director Gulf Region, you are responsible for establishing the Dutch horticultural sector's presence in the Gulf Region and creating commercial opportunities for DGD partners. You think from a broader perspective and possess the ability to delve into details with a helicopter view. You are entrepreneurial, with demonstrated business development experience, capable of effectively presenting yourself and DGD's story. You can translate market trends and needs into a concrete plan. Additionally, you can creatively address the growing market demands. You establish relationships, distinguishing between short-term and (medium) long-term opportunities. You have an affinity for horticulture and can engage with DGD partners. You are an inspirer and motivator who can engage stakeholders domestically and internationally.

## Summary of Responsibilities

The Director Gulf Region's tasks include: observation & identification, analysis & formulation, promotion & marketing, and leadership and relationship management, specified as follows:

### Observation and Identification

- Identifying trends and developments in the market, the sector, and other countries that emphasize horticultural solutions;
- Working within networks and engaging with decision-makers and influencers;
- Identifying needs in the Gulf Region and timely recognizing potential opportunities and challenges.

### Analysis and Formulation

- Assessing market needs;
- Contributing to a marketing strategy;
- Identifying partners in the Gulf Region.

### Promotion and Marketing

- Executing the marketing strategy:
  - Internationally branding the Dutch horticultural sector alongside stakeholders and partners;
  - Coordinating, organizing, and executing events, fairs, networking activities, and trade missions.
- Pre-business development of partnerships with entities in the Gulf Region.

### Leadership and Relationship Management

- Maintaining contact with internal and external (market) parties, ensuring lead follow-up to transfer to DGD consortium members, closely collaborating with partners, sector organizations, embassies, and other government bodies;
- Sustaining contact with parties in the Gulf Region regarding partnerships, leads, business cases, and projects;
- Coordinating the Partners for International Business program (PIB) HortiRoad2theGulf (<https://hortiroad2thegulf.com/>).

### What We Offer

- Collaborative work with motivated colleagues in an international, challenging, and innovative environment.
- An opportunity to make a meaningful contribution to the SDGs.
- Concrete contribution to the sustainability of the horticultural sector in the Gulf Region.
- A diverse and versatile role where no two days are the same.
- DGD offers a competitive salary based on skills and experience, along with favorable employment conditions.
- Flexible working hours and support for remote work.

## What We Require

- For this position, a minimum of HBO-level education is required.
- Desired 5-10 years of relevant work experience, preferably in horticulture.
- Effective communication skills (powerful pitching and presenting).
- Affinity for international business, preferably in the Gulf Region.
- Entrepreneurial mindset, network-oriented (with companies, investors, and government officials), commercial, proactive, structured (organizational and coordinating abilities), and customer-oriented.
- Proficient in both Dutch and English languages for compelling and flawless writing.

## Application

If the above excites you about this vacancy, please send your CV and cover letter to Mirjam Boekestijn, email: [mirjam.boekestijn@dutchgreenhousedelta.com](mailto:mirjam.boekestijn@dutchgreenhousedelta.com) (mobile +31 6 25 27 60 71).