

**Kick-off: Strategic Multi-Year Market Development (SMM) Horticulture China, including related solutions for energy, water, and biodiversity (2025-2027)**

***Resilient entrepreneurship in the horticulture sector in China***

**Date:** Tuesday, 23 September 2025

**Time:** 14:00 - 16:30

**Location:** Rabatorium, World Horti Center (WHC), Europa 1, 2672 ZX Naaldwijk

Time	Program
<b>PART I Plenary opening</b>	
Moderator: The Netherlands Enterprise Agency or Ministry of LNV	
14.00—14.05	Welcome en introduction by moderator
14.05 —14.45	<p>Introduction of the new SMM program 2025-2027</p> <ul style="list-style-type: none"><li>- Opening and introduction trade relation NL-China specific for agri and horticulture Ralf van de Beek - Director Agribusiness International Ministry of LNV</li><li>- Latest development China and role of the Embassy in public private program by Erik Smidt - LNV counsellor China</li><li>- Explanation SMM program by public coordinator Linda van der Horst - RVO</li><li>- SMM program and activity planning by private coordinator Gert Dral - Dutch Greenhouse Delta</li></ul>
14.45—15:30	<p>Economic safety and resilient entrepreneurship</p> <ul style="list-style-type: none"><li>- Introduction economic safety China and findings research 2024 by Tariq Zaidi – Ministry of LNV</li><li>- What should you do as entrepreneur to mitigate risks?</li><li>- Company cases / experiences</li></ul>
<b>15.30-15.45 Coffee Break</b>	
<b>Part II Panel discussions</b>	
15.45—16.20:	<ul style="list-style-type: none"><li>- Exchange of experiences on unwanted technology and knowledge transfer (e.g. IP-theft) in China</li><li>- Exchange of mitigation strategies</li></ul>
16:20—16:30	<ul style="list-style-type: none"><li>- Wrap up</li><li>- Short outlook to future activities of the SMM program</li></ul>
<b>16.30-17.30 Drinks</b>	