

# Annual Plan Dutch Greenhouse Delta 2026

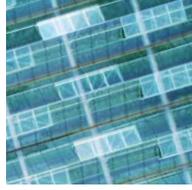


**Food security, climate, and water challenges are pressing issues across the globe. Dutch horticulture has the knowledge and innovation to make a real difference. With Dutch Greenhouse Delta, we bring these strengths together, uniting our partners to deliver sustainable solutions worldwide.**

Together, we are still on a bumpy road with unexpected potholes. In times like these, it is more important than ever that we join forces to promote our sector. It is our combination of an integrated approach and deep expertise that makes us unique. It is essential to keep an open mind toward different markets, to ensure diversification, and to discover — and ultimately seize — new opportunities together.

We are proud to present the 2026 Annual Plan of Dutch Greenhouse Delta. This plan sets out our goals, strategies, and initiatives to drive our sector forward. Together, we will ensure Dutch horticulture not only thrives but leads on the world stage. Let's walk this road together and make 2026 a milestone year for us all.

# Scope



## Focus regions

DGD places its primary emphasis on its focus regions. In these focus regions, public-private partnerships, such as Partners for International Business (PIB) and Strategic Multi-Year Market Development (SMM) are established, aiming to implement a joint long-term strategy to promote the Dutch horticultural sector. Activities include incoming and outgoing missions, trade fairs and events, local stakeholder engagement in collaboration with the liaison, knowledge transfer through knowledge to knowledge (K2K) programmes, and economic diplomacy.

**In 2026, DGD's focus regions are:**

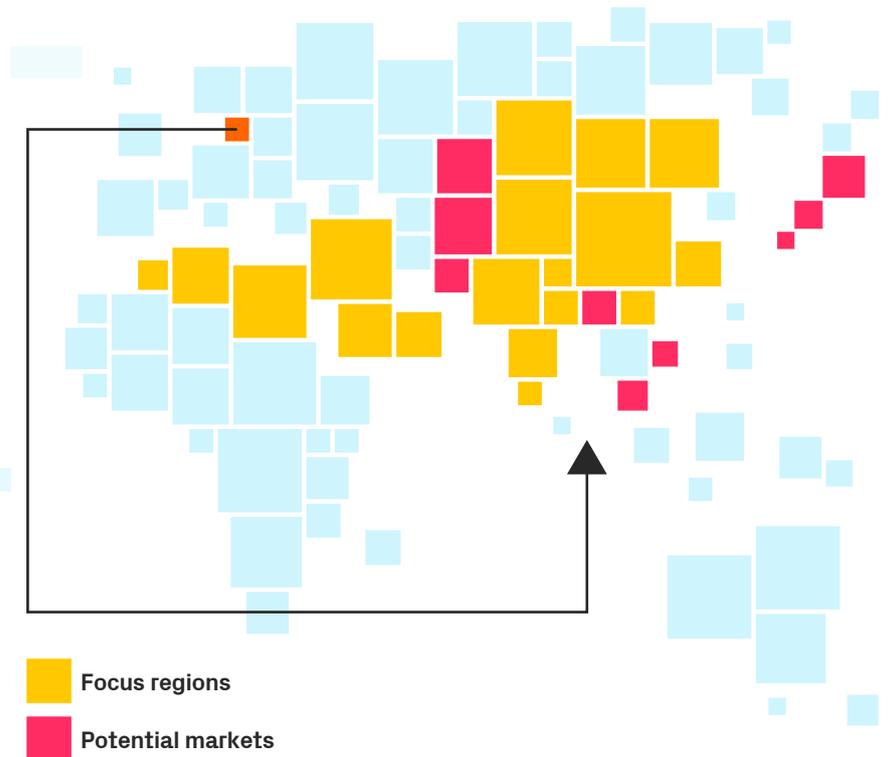
- China
- Gulf region
- North Africa
- India

## Potential markets

DGD explores opportunities in upcoming countries and regions with the aim of gaining a better understanding of the prospects and challenges, and to determine whether it may become a future focus region. This is done through predefined and targeted activities such as incoming or outgoing missions, participation in trade fairs and market research.

**In 2026, DGD's potential markets are:**

- Central Asia
- Southeast Asia
- Japan



## Further exploration

Together with AVAG, DGD keeps track of both established and emerging markets. Market studies and other activities carried out by RVO and the Netherlands Agricultural Network (LAN) are shared with the partners of both organizations.

Identifying future potential markets requires further exploration, for example through market studies and consultation with agricultural counsellors.

**In 2026, DGD and AVAG will explore:**

- South America
- Cooperation with the Netherlands Food Partnership (NFP) in low- and middle-income countries (in Africa and Asia)



# Strategy and activities

## General

Dutch Greenhouse Delta, representing the entire ecosystem of horticultural expertise and greenhouse technology from the Netherlands, is a powerful platform for promotion and pre-business development activities globally.

### Key activities include:

- DGD positions the Dutch horticulture sector as a strong, reliable commercial partner for sustainable and profitable production of vegetables, fruits, flowers and plants.
- DGD builds strong relationships with the targeted audience in focus regions and potential markets, as well as Ministries, Embassies, and relevant network partners across the world.
- DGD facilitates knowledge exchange to support the international growth and sustainability of the horticulture sector.
- DGD maintains strong relationships with ministries, embassies, and relevant network partners in the Netherlands. We know how to leverage (financial) opportunities for business development and the international promotion of our partners.



**Mirjam Boekestijn**  
CEO DGD



**Frederik Vossenaar**  
Executive Advisor

## Marketing and communication

Over the past two years, we have built a strong foundation for DGD: the organization is established, we are highly visible, and our target audiences are increasingly finding us from new partners to government bodies and international stakeholders. The next logical step? To strengthen our role as a recognized authority in the field of CEA worldwide. We are the key point of contact for Global CEA, and this should be reflected in everything we do and communicate.

### Key activities include:

- Communication towards local stakeholders within DGD's scope through podcasts, impact stories, press releases, direct mails, LinkedIn posts, and video content.
- An event on internationalization, in cooperation with AVAG.
- Further development of the SBP programme at GreenTech, commissioned by AVAG and together with other SBP partners.
- Communication and PR around DGD activities, including internal communication with partners.



**Daria van der Heijden**  
Business Development



**Rianne Vink**  
Marketing & Communications



## China

In China, the SMM activity plan - developed in cooperation with the agricultural attaché, RVO, and companies - will be implemented. This SMM program will build on the years of efforts of the PIB NL Protected Agri Alliance China and brings together expertise in horticulture, water, energy, and biodiversity in a strong public-private partnership.

### Key activities include:

- Strengthening the participation of partner companies and expanding the number of involved parties from other sectors; jointly developing an integrated market approach while addressing local challenges.
- Promotion and positioning of the Dutch horticultural sector, to find a way for all companies to operate in this complex and competitive landscape. The focus will be on the following events (subject to change):
  - Incoming missions during GreenTech and throughout the year
  - HortiFlorExpo IPM Shanghai
  - KIFEX Kunming International Flowers and Plants Expo
  - Annual Greenhouse Conference
- Continuation of pre-business development activities by engaging Dutch horticultural companies in projects such as Haiyang (CSEIA), Jiashan (Phase 2), Huzhou, Shanghai, Zhejiang, Henan, and possibly others.
- Development of a follow-up to the 2024 K2K programme.

## Gulf region

In the Gulf region (focus Saudi Arabia and the United Arab Emirates), the PIB activity plan - developed in cooperation with the agricultural attaché, RVO, and companies - will be implemented.

### Key activities include:

- Promotion and positioning of the Dutch horticultural sector, including water management, with a focus on regional communication and visibility in the media.
- Organizing workshops, seminars, and tailor-made DGD roadshows, in close cooperation with regional stakeholders such as universities, ministries, and the private sector. The focus will be on the following events (subject to change):
  - Incoming mission during GreenTech
  - Emirates Agriculture Conference & Exhibition
  - Saudi Agriculture
- Development of long-term partnerships aligned with the development priorities of the Gulf region, including:
  - Implementation of the MoU between the Netherlands and Saudi Arabia in the field of agriculture and horticulture.
  - Follow-up of the MoU between DGD and SAFTA (including participation in SAFTA's steering committee).
  - Follow-up of the MoU between DGD and KAUST.
- Development of a follow-up to the 2024 K2K programme with partners such as KAUST, Estidamah, ICBA, and Silal.



**Gert Dral**  
Director China



**Michael Min**  
Liaison China



**Giovanni Angiolini**  
Director Middle East and Africa



## North Africa

In North Africa (focus Morocco and Egypt), the PIB activity plan – developed in cooperation with the agricultural attaché, RVO, and companies – will be implemented.

### Key activities include:

- Developing a marketing and communication plan for the promotion and positioning of the Dutch horticultural sector, with an emphasis on local communication and media visibility.
- Organizing workshops, seminars, and tailor-made DGD roadshows, in close cooperation with regional stakeholders such as universities, ministries, and the private sector. The focus will be on the following events (subject to change):
  - Incoming mission during GreenTech
  - SIAM (Morocco)
  - Tomato Conference (Morocco)
  - Food Africa (Egypt)
- Strengthening and expanding the network with local governments, universities, and private sector stakeholders, in cooperation with the local liaison.
- Gaining insight into local K2K needs and the K2K initiatives already developed or implemented.

## India

In India, the PIB activity plan - developed in cooperation with the agricultural attaché, RVO, and companies - will be implemented. The program will expand the current PIB, with a particular focus on food systems in both the mid- and high-tech markets.

### Key activities include:

- Promotion and positioning of the Dutch horticultural sector, with a focus on local communication and media visibility.
- Further roll-out of the PIB strategy, aimed at convincing pioneers through projects executed by frontrunners.
- Organizing workshops, seminars, and tailor-made DGD roadshows, in close cooperation with local stakeholders such as universities, ministries, and the private sector.



**Giovanni Angiolini**  
Director Middle East and Africa



**Ahmed El Arini**  
Liaison Egypt



**Desh Ramnath**  
Director India



**Tiffany Meijer**  
InnovationQuarter  
Co-coordinator



**Tarannum Kadarbhai**  
Liaison India

## Potential markets

### Central Asia:

- Joint stand including side activities at Flora-Grow Expo 2026 (Astana, Kazakhstan), combined with an exploratory visit to Uzbekistan.
- Private contributions to workshops and training within the “Green Education” initiative in Kazakhstan.

### Southeast Asia:

- Trade mission in the period of Horti & Agri Asia/HortEx (Bangkok, Thailand), combined with an exploratory visit to Lam Dong/Bandung/Cameron Highlands.
- DGD coordinates the impact cluster in Bangladesh. In the context of horticultural development in Southeast Asia, this project can be seen as a demonstration project.

### Japan:

Implementation of a PIB programme focusing on four main activities:

- Economic diplomacy and in-depth knowledge sessions regarding land consolidation.
- Engaging with prefectures in central and northern Japan regarding Agri-Valley development (one trade mission, GPEC).
- Developing a K2K programme based on needs identified in the market study.
- Promoting the Dutch horticultural sector through a Japanese language website featuring company information, successful case studies, and upcoming events.

*The predefined and targeted activities are subject to change.*



**Mirjam Boekestijn**  
CEO DGD



**Daria van der Heijden**  
Business Development



**Frederik Vossenaar**  
Executive Advisor



Video annual plan

## Let's Connect to Grow the Future Together.

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