

Roadshow Henan Province + Dutch Seminar in Zhengzhou

Roadshow Netherlands Horticulture Cluster to Henan Province and Dutch Seminar during Annual Greenhouse Conference in Zhengzhou

Date Roadshow Henan Province: 17 – 19 November

Location: Henan Province

Date Dutch Seminar: 21 November 2025

Location seminar: Zhengzhou

Deadline for registration: 15 October 2025

Organizers: Embassy of the Kingdom of the Netherlands, the Dutch Enterprise Agency (RVO) and Dutch Greenhouse Delta

Invitees: Dutch companies in horticulture, as well as companies from the energy, water, and biodiversity sectors that are linked to horticulture

Goals and background info:

On the occasion of the China Annual Greenhouse Conference, organized by Richland Sources in Zhengzhou on 20–21 November 2025, and building on the strong interest in developing more successful high-tech CEA projects in Henan Province, the Dutch Embassy and Dutch Greenhouse Delta will organize a roadshow in Henan Province from 17–19 November, followed by a Dutch Seminar on 21 November at the Annual Greenhouse Conference. The seminar will focus on Sino-Dutch financing and enhancing cooperation in developing successful CEA projects.

The seminar, coordinated by the Local Provincial Department of Agriculture and Rural Affairs and leading horticultural project developers in Henan, is expected to attract over 100 participants, including local investors, developers, growers, fresh vegetable distributors and channels, as well as government officials.

The roadshow will include seminars, matchmaking and networking sessions, as well as visits to existing projects and potential new project locations.

Fees: This initiative is proudly organized by [SMM China](#). We are delighted to offer participants the unique opportunity to join the Asia Fresh program, including the joint booth and the 3rd International HortiFresh Conference, as well as participate in the Henan Roadshow from November 16 to 19 and the Dutch Seminar during Annual Greenhouse Conference.

Whether you choose to attend one activity or the Asia Fresh including the conference and the Henan Roadshow, we are pleased to offer this unique opportunity at a fee of €500 in total for all activities.

Don't miss the chance to connect, showcase, and expand your business in one of Asia's most dynamic markets.

Registration: RSVP before 15 October through [this document](#). Please fill out [the form](#) to confirm your participation and send it to daria.vanderheijden@dutchgreenhousedelta.com.

Questions: If you have any question before your registration, please do not hesitate to contact us through: michael.min@dutchgreenhousedelta.com/

Preliminary Program:

16th Nov (Sunday): Arrival in Shanghai/Beijing and Departure to Henan province
 17th Nov (Monday): Dutch roadshow/Seminar in City A
 18th Nov (Tuesday): Morning project and location visits, followed by travel to Zhengzhou
 19th Nov (Wed): Morning Dutch Seminar in Zhengzhou, followed by matchmakings
 20th Nov: Project and location visits
 21st Nov (Friday) Morning Dutch Seminar during Annual Greenhouse Conference in Zhengzhou
 PM: end program

Detailed program of Dutch Seminar in Zhengzhou | 19 November

Time	Topics	speakers
08:30 – 09:00	Registration	
09:00 - 09:05	MC open and intro leaders	
09:05 – 09:10	Opening Speech	Official leader from Henan province
09:10 – 09:15	Opening Speech	Agricultural Counsellor - Embassy
09:15 – 10:55	09:15 Dutch Ecosystem and cooperation on Sino Dutch project	DGD
	09:40 Intro of Henan horti plan and policy	Chinese Gov. Rep.
	10:05 Project ROI	Dutch CEOs
	10:30 Financing Agro Project from the Chinese perspective	Agri Development Bank of China
10:55 – 11:10	Tea Break	
11:10 – 12:00	11:10 Dutch financing improving the Cooperation	Rabo Bank
	11:35 Fork to Farm Greenhouse value chains: seeds, operation, automation, Digital strategies/energy improve the financial performance	4-5 Dutch company Reps.

12:00	Signing Ceremony	Henan – Netherlands China Construction Group – HX Agriculture
12:15	Group photo	

Detailed program of Dutch Seminar during Annual Greenhouse Conference in Zhengzhou | 21 November

Time	Topics	speakers
08:30 – 09:00	Registration	
09:00 - 09:05	Opening Speech	Mr. Erik Smidt, Agricultural Counsellor - Embassy
09:05 – 09:10	Opening Speech	Mr Li Zhi - Richland Resources
09:10 – 11:00 25'/each	09:10 Cooperation on Dutch Ecosystem	DGD
	09:35 Ecosystem/broad visions on coop Or Project ROI	Dutch CEOs
	10:00 Dutch financing improving the Cooperation	Rabobank/VC
	10:25 Financing Agro Project from the Chinese perspective	Agri Development Bank of China
	10:50 Digital strategies/energy improve the financial performance	Dr. Didi Qian, Demeter4, a spin-off company of WUR
11:15 – 11:20	Tea Break	
11:20 – 11:50	Panel Discussion	Speakers; Or Other Dutch Rep.
11:50- 12:00	Q&A	
12:00	Wrap up on future cooperation in Sino Dutch Horti Project	DGD
12:10	Group photo	