



**International growth is no longer about ambition alone.
It's about positioning, partnerships and collective strength.**

Geopolitical shifts, climate pressure and economic uncertainty are rapidly changing the international playing field for greenhouse horticulture. Markets are becoming more complex, competition more strategic and customers increasingly demand **integrated, reliable and long-term solutions** rather than individual technologies.

That raises a fundamental question for our sector:

How do we organize and position ourselves internationally in a world that is becoming more uncertain, complex and competitive?

On **Thursday 5 March 2026**, **Dutch Greenhouse Delta (DGD)** and **AVAG** invite you to the **International Growth Event** at the **World Horti Center** in Naaldwijk. An afternoon for entrepreneurs, decision-makers and strategists who see international growth as a logical next step and want to understand **how to approach it with focus, confidence and the right partners**.

Why you should attend

During this event, we will:

- **Translate global geopolitical and economic developments** into concrete implications for the greenhouse horticulture and horti-tech sector
- **Show why collective action is becoming essential** in complex and emerging markets
- **Explore servitization as a strategic direction:** moving from individual products to integrated solutions, performance and long-term value creation
- **Offer clear strategic perspectives** for companies looking to redefine their international role
- **Position Dutch Greenhouse Delta as a guide** in internationalization, with AVAG as the industrial and technological backbone of the ecosystem

What makes this event different

- A strong focus on **actionable insight**, not policy talk
- Direct access to key public and financial partners
- A setting designed for **strategic reflection and meaningful connections**



Programme overview

13:00 – 13:30 | Arrival & registration

Welcome with coffee and tea.

13:30 – 13:40 | Opening

Welcome by **Mirjam Boekestijn** and **Annie van de Riet**

Introduction of Dutch Greenhouse Delta and AVAG, setting the tone for the afternoon with a powerful opening film.

13:40 – 14:30 | Keynote – Rob de Wijk

In a world of geopolitical shifts, climate pressure and economic uncertainty, the international playing field for greenhouse horticulture is fundamentally changing.

Rob de Wijk provides insight into global trends and explains why individual approaches are becoming less effective and how collective positioning strengthens long-term impact.

14:30 – 15:00 | Entrepreneurial perspective – Guus van Roessel

Guus van Roessel translates geopolitical and market developments into concrete implications for entrepreneurs: what do these changes mean for international expansion, positioning and collaboration?

15:00 – 15:15 | Reflection & dialogue

Moderator Annie reflects on the insights so far and invites several sector partners to share what these developments mean for their own international strategy.

15:15 – 15:35 | Break

Coffee and tea.

15:40 – 16:20 | Servitization: Dirk Deichmann

International customers increasingly demand outcomes rather than individual technologies. This session explores **servitization as a strategic direction**: shifting from one-off product delivery to integrated solutions, long-term partnerships and sustainable value creation.

16:20 – 16:30 | Wrap-up

Key takeaways and next steps. Introduction of public and financial partners who are available for further conversation during the networking reception.

16:30 – 17:30 | Networking reception

Meet fellow entrepreneurs, industry peers and partners and continue the conversation.



After this afternoon, you will know:

- whether international growth in complex markets is the right next step for your company
- how collective positioning strengthens your individual opportunities
- and where DGD and AVAG can support you in that journey

Register now: https://docs.google.com/forms/d/e/1FAIpQLScJn-woJEwNOQWbWNKT3T4Pv15G5CzCKIIB3_MUe8GerwzQGA/viewform

 **Location:** World Horti Center, Naaldwijk

 **Date:** Thursday afternoon, 5 March 2026

 **Language:** Dutch

We look forward to welcoming you and exploring how we can strengthen international impact together.

Kind regards,

Mirjam Bokestijn
Annie van de Riet

Organised by **Dutch Greenhouse Delta & AVAG**