

Meet us in the Netherlands!

Let's collaborate on building a business case

Are you active in India's fresh food chain or in the field of sustainable horticulture? Then you will not want to miss this unique opportunity to experience the Dutch horticulture sector. HortiRoad2India, a public-private partnership collaborating on the sustainable transformation of India's emerging food markets, is organising a special mission to the Netherlands from **12 to 16 June 2023**.

The Dutch horticulture sector

Our horticulture sector is internationally renowned for total solution packages and innovative, circular solutions for greenhouses and indoor farms. This is a result of collaboration between government, research institutes and private sector on all levels to develop new tools to farm the future.

The Netherlands works together with countries around the world to produce more affordable, healthy and sustainable food locally. From Saudi Arabia and Mexico to Vietnam and China: there is not a climate in the world we have not tackled previously in cooperation with our local partners. Thanks to localised Dutch technology and climate control systems, countries are able to produce fresh fruit and vegetables all year round, at high yields with minimal inputs and emissions.

Why join this mission?

We are inviting you to join us in the Netherlands to show you how Dutch technology is profitably applicable to the Indian context and to experience, first hand, how relevant parties work across the value to chain to achieve high quality, sustainable produce at low cost. These processes can be readily adapted to local contexts, and when implemented, will assist in meeting new consumer demands while also stimulating profits. Together with you, we want to build a

profitable business case. A business case that truly exists, given India's rising consumer demand.

We're ready to jump into action and collaborate with you in your next step. From irrigation and lighting systems for greenhouses and climate computers, to linking existing agri-software to new hardware. The technology available makes greenhouses smarter and more sustainable, which leads to a decrease in food loss, water usage, and emissions. The result? Safer, more sustainable and healthier food with a longer shelf-life that can be sold for premium prices.

We are keen to work together with Indian retailers, investors, AgTech firms, modern growers and the hospitality and food service sector to develop new mid and high-tech greenhouses and to build the Indian business case!

What to expect

During this incoming mission, you will have the chance to:

- Visit Dutch retailers, supermarkets, distribution centres, growers and knowledge institutes such as Wageningen University
- Take a tour of the World Horti Centre
- Participate in knowledge sharing sessions
- Discover the Port of Rotterdam, our logistics hub
- Explore the Greentech Amsterdam
- Join networking sessions and dinner

For more information, contact **Rick Nobel, Agricultural Attaché at the embassy of The Kingdom of the Netherlands in India**

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