

Invitation to Interactive Seminar on Partners for International Business (PIB) Programme, (Smart) Horticulture Egypt

Dear Relation,

We cordially extend an invitation to participate in an interactive seminar focused on exploring (smart) horticultural opportunities in the Arab Republic of Egypt, as well as our intention to establish a 'Partners for International Business (PIB)' programme. This seminar constitutes a component of the project titled "Road toward a Consortium on Climate and Water-Smart Protected Cultivation in Egypt," which is being implemented by a consortium comprising the Netherlands-African Business Council (NABC), Delphy, and Dutch Greenhouse Delta (DGD), with support from the Netherlands Enterprise Agency (RVO).

The Partners for International Business (PIB) programme offers Dutch businesses the opportunity to engage in public-private partnerships to realize their international ambitions. Conducting business abroad presents challenges such as trade barriers, limited local knowledge, and restrictive regulations. Collaborating with other businesses in your industry along with support from the Dutch government can enhance your prospects for success.

The interactive seminar will take place on Friday, 19th April, from 10:00 am to 12:00 pm CEST at the Delphy Improvement Centre, Violierenweg 3, 2665 MV Bleiswijk. The agenda for the seminar includes:

1. **Welcome by Dutch Greenhouse Delta and Delphy**
2. **Overview and conclusions from the recent study tour to Egypt**, organized by the Netherlands-African Business Council, Dutch Greenhouse Delta (DGD), and Delphy, with co-support from the Netherlands Embassy in Cairo and the Netherlands Enterprise Agency (RVO).
3. **Summary of the recent study report**, facilitated by Delphy and now published on the website of the Netherlands Enterprise Agency, outlining various business opportunities for the Dutch sector. We will use this occasion to provide a recap for those who attended previous events on the same topic.
4. **Explanation of what a PIB entails** and the prerequisites for participation.
5. **Overview of Responsible Business Conduct (RBC) practices**. The Dutch government encourages Dutch companies to engage in socially responsible business practices abroad, including considerations for human rights, working conditions, and environmental impact.
6. **DGD's proposal to serve as the main coordinator and author of the PIB** for Egypt.
7. **Q&A session**, including discussions as expectations, requirements, potential costs, etc.

Please note that we will commence the seminar promptly at 10:00 am, as some speakers will be attending virtually.

If you are interested in learning more about the PIB programme and participating in our seminar, kindly RSVP to Mirjam Boekstijn (mirjam.boekstijn@dutchgreenhousedelta.com), CEO Dutch Greenhouse Delta, max by Friday 12 April 2024.

We eagerly anticipate your presence on the 19th of April at the Delphy Improvement Centre and look forward to engaging in insightful discussions regarding horticultural opportunities in Egypt and our collaborative efforts to establish a PIB programme.

Warmest regards,

The Netherlands-African Business Council (NABC), Delphy and Dutch Greenhouse Delta (DGD)