

## Asia Fresh

### Participation in NL pavilion, including the 3<sup>rd</sup> Int'l HortiFresh (Facility Vegetable) Conference (Dutch Seminar)

**Date Asia Fresh:** 12 – 14 November 2025

**Date 3<sup>rd</sup> Int'l HortiFresh Conference:** 11 / 12 November (the exact date is to be confirmed)

**Location:** Shanghai Int'l New Expo Center, Pudong

**Deadline for registration:** 15 October 2025

**Organizers:** Embassy of the Kingdom of the Netherlands, Dutch Consulate in Shanghai, the Dutch Enterprise Agency (RVO), and Dutch Greenhouse Delta in cooperation with China Fruits and Vegetable Circulation Association, and C Fruit Union

**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:

For the past two years, DGD has coordinated the Dutch participation at Asia Fresh, organizing a joint cluster booth representing the entire Dutch horticultural ecosystem.

To further promote collaboration and exchange between Dutch and Chinese companies in the horticultural sector, Dutch Greenhouse Delta, as the coordinator of SMM (NL Protected Agri Alliance China), invites you to join the collective Dutch Pavilion at Asia Fresh and the 3<sup>rd</sup> International HortiFresh (Facility Vegetable) Conference, including the Dutch seminar.

This year, more than 200 Chinese companies including fruit and vegetable growers, sales channels, retailers, and equipment suppliers are expected to visit the expo and attend the Dutch seminar on November 11<sup>th</sup>/12<sup>th</sup>. In addition, most of the current high-tech greenhouse companies and growers will have their own booths in the same exhibition hall, creating excellent opportunities to connect and exchange knowledge at the Dutch booth.

**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 3<sup>rd</sup> International HortiFresh Conference, as well as participate in the Henan Roadshow from

November 16 to 19, and the Dutch Seminar during Annual Greenhouse Conference in Zhengzhou on November 21.

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.vanderheiiden@dutchgreenhousedelta.com](mailto:daria.vanderheiiden@dutchgreenhousedelta.com).

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

**Preliminary Program:**

11 / 12<sup>th</sup> Nov (the exact date is to be confirmed): 3rd Int'l HortiFresh (Facility Vegetable) Conference (Dutch Seminar) at Shanghai New Int'l Expo, Pudong district

12<sup>th</sup> – 14<sup>th</sup> Nov: Joint booth at Trade fair Asia Fresh

**Detailed program of 3<sup>rd</sup> Int'l HortiFresh Conference | 11 / 12 November**

Date	time	program
11 / 12 Nov	上午场：中荷共建·启航丝路	
	09:30-09:35	Opening speech by Dutch Agricultural Counsellor
	09:35-09:40	Opening speech by leader from Shanghai
	09:40-10:00	Keynote speech: Sino Dutch Horti cooperation on fresh and safety food Dutch Company
	10:00-10:20	Keynote Speech: Chinese Operational company/Grower Kaisheng Haofeng Agriculture
	10:20-10:40	Keynote Speech How to build a standard for horti vegetables in the consumer market

Date	time	program
		Dutch Company
	10:40-11:00	Keynote Speech Chinese Grower: Springwoods
	11:00-11:20	Keynote Speech Dutch financing on supporting Chinese production Dutch Company
	11:20-11:40	Keynote Speech Chinese Grower: Haisheng
	11:40-12:00	Keynote Speech Dutch operation Dutch company
	12:00-13:30	lunch
	14:00-14:20	Keynote Speech Dutch bio management on crop protection Dutch company
	14:20-14:40	Keynote Speech Chinese logistics and packaging company
	14:40-15:00	Keynote Speech Dutch greenhouse technology Dutch company
	15:00-15:20	Keynote Speech Chinese marketing company
	15:20-15:40	Keynote Speech Dutch greenhouse project ROI Dutch company
	15:40-16:30	Panel discussion





