



PRO MANAGER MASTERCOURSE

FLORICULTURE

CREATED BY



This Pro Manager Mastercourse has its focus on the future. Every day you will tackle different topics that will be further illustrated by a visit to a leading Dutch company in the floricultural chain. During this Mastercourse you will learn about the current and upcoming trends in the industry.

We challenge you to think about the future of horticulture, your future!

Information & application

Check www.jungletalks.com for more information about Jungle Talks and our Pro Manager Mastercourses or contact Ed Smit directly: ed@jungletalks.com / +506 88418125.

APPLY NOW AND GET SELECTED!

An unprecedented JOURNEY for key players in FLORICULTURE

Pro Manager Mastercourses have rapidly developed into a unique tool to identify and connect future Captains of Industry in horticultural subsectors. Managers and directors (25 – 40 years old) representing future proof companies from around the globe can apply for this inspiring, two-week Pro Manager Mastercourse Floriculture in the Netherlands.

Program

This Mastercourse will guide, prepare and inspire you. For two weeks, you will be among 15 selected managers and directors that will visit leading Dutch companies in horticulture to get inspired by captains of industry and experts. Check out the program on the next page!

The Pro Manager Mastercourse Floriculture connects you to peers from around the globe, new friends and possibly even new business partners.

Selection & costs

Are you between 25 and 40 years old and (about to become) the inspiring leader of a future-proof floricultural producer? If you have been with your company for about 5 years and on track to join the board of directors within the next 5 years, this course could be yours! If selected, your participation will only cost 750 Euro. In addition, you pay travel costs and lodging. Hotel rates are estimated at 150 Euros per night.

Partners





PROGRAM WEEK 1 Inside the greenhouse

Day 1: Monday, 28 October 2019

Theme: **Past, Present & Future**
Partners: **Westland Museum & Koppert Cress**

The Mastercourse kick-off takes place in the Westland Museum, illustrating the roots of this 'garden of Europe'. "You have to be connected to your roots before you can define your growth (your future)", is one of our mantras. We will get to know each other at an inspiring location and go on a unforgettable journey together for the next two weeks.

Day 2: Tuesday, 29 October 2019

Theme: **The perfect start**
Partners: **Valk Systems & t.b.c.**

Production in greenhouses enables us to go back to nature. It sounds like a contradiction, but today explains the truth behind this statement. Greenhouses enable us to apply biological crop protection, to recirculate anything we add to the crop, to maintain our soils, to produce efficiently and to limit our energy use. It all starts with your greenhouse.

Day 3: Wednesday, 30 October 2019

Theme: **Will the future be human?**
Partners: **Ridder & Logiqs**

The acreage of greenhouses is increasing but how will all these new greenhouses be managed? Digital support enables growers to increase their level of control and to improve the management of larger greenhouses. Irrigation, fertilization, screening, internal logistics and climate control can be automated, mechanized and robotized. Excellent data are the basis for new digital services. Will a combination of A.I, Big Data and block chain technology create opportunities for autonomous cultivation in floriculture?

Day 4: Thursday, 31 October 2019

Theme: **The art of resilience**
Partners: **Koppert Biological Systems & Klasmann - Deilmann**

Resilient cropping is the way to go. Back to nature. Prevention instead of cure. For human beings, their first thousand days are critical. The same is true for plants. Plants need to be resilient from the very start in order to protect themselves against future threats. When analysing modern greenhouse production, innovation and technology enable us to go back to where we came from: nature! You will discuss this theme with the leading players in this field right now.

Day 5: Friday, 1 November 2019

Theme: **Shining a light on future production**
Partners: **Agro Energy & t.b.c**

"To see the light" is an expression that can have many different meanings. Only recently we have started to understand the true meaning of light in floriculture. Lighting is quickly becoming a decisive factor in order to distinguish yourself from others on a production level. In addition, a current trend that will not disappear from the horticultural stage is autonomous growth. How will developments in this area affect your greenhouse production operations? A look into the future will finalize our one-week tour around the marvelous world of greenhouse



PROGRAM WEEK 2 Outside the greenhouse

Day 6: Monday, 4 November 2019

Theme: **Biology meets Technology**
Partners: **Wageningen University & t.b.c.**

Like Apple founder Steve Jobs predicted, the biggest innovations of the 21st century will be at the intersection of biology and technology. Our future health and wellbeing will largely depend on a successful global transition to efficient, controlled environment agriculture. To achieve this, adaptive technology and know-how should be tailored precisely to local needs and conditions. What options do growers have? And what will the future look like? And finally, what better place is there to discuss this than the number 1 Ag University in the world?

Day 7: Tuesday, 5 November 2019

Theme: **Chainges**
Partners: **Anthura & t.b.c.**

So far, no real disruptive 'chainges' (yes, with an i!) have taken place in international floriculture. But things will change! Today we will discuss future developments within that chain and starting with two leading breeders. The group will be split up. The afternoon program can be regarded as the cherry on our Pro Manager Mastercourse pie. We'll be discussing the future lay-out of floricultural chains around the globe. A day to never forget!

Day 8: Wednesday, 6 November 2019

Theme: **Managing yourself & others**
Partners: **T.b.c.**

Let's face it, do we really have everything under control? And if so, what happens to our personal ambitions? Managing yourself and your company is and will be the final key to success, no matter how many logarithms will be applied in your company. Does it make you sparkle? Does it create a smile on the faces of your customers and your employees? But also, on a company level, should your company remain to be family owned and controlled or does the future require a new management perspective?

Day 9: Thursday, 7 November 2019

Theme: **Visit Aalsmeer Trade Fair**

Organised by growers for growers. The Aalsmeer Trade Fair has developed into a stunning display of floricultural production at its best. This Mastercourse is about meeting peers and getting inspired and that is exactly what you can expect from leading Dutch growers of cut flowers, ornamentals and bedding plants.

Day 10: Friday, 8 November 2019

Theme: **Visit IFTF**

There are only a few floricultural shows in the world that bring together leading producers, suppliers, wholesalers and retailers. The IFTF is one of them. No better way than to end this Mastercourse in a the place that reflects the spirit of what we do together with our partners and participants.