An unprecedented JOURNEY for future leaders in VEGETABLES

Pro Manager Mastercourses have rapidly developed into a unique tool to identify and connect future leaders in horticultural subsectors. Managers and directors representing future proof companies from around the globe can apply for this inspiring, two-week Pro Manager Mastercourse Floriculture in the Netherlands.

Selection

Jungle Talks selected the best candidates from future proof companies. These candidates are managers and directors from around the globe that represent different floricultural subsectors. Their participation to this course is facilitated by a select group of leading companies in the floriculture industry.

Additional Information

Check www.jungletalks.com for more information about Jungle Talks and the Pro Manager Mastercourse, or contact Ed Smit (ed@jungletalks.com / +506 88418125).

The Pro Manager Mastercourse welcomes 15 inspiring horticultural managers between 25 and 40 years old, who will soon play a leading role in the future development of floricultural production in their country/region in an innovative and sustainable way. Each participant has a minimum of 5 years working experience in a leading position within their company.

Program

This Mastercourse will guide, prepare and motivate you. For two weeks, you will be among 15 selected managers and directors that will visit leading Dutch companies in floriculture to get inspired by captains of industry and experts. In addition, you will also visit the International Floriculture Trade Fair and the Royal FloraHolland Trade Fair.

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

Partners

RIDDER
KOPPERT BIOLOGICAL SYSTEMS
blue radix
HORTILUX SCHRÉDER
KOPPERT CRESS Architecture Aromatique
METAZET
FormFlex
GEARBOX INNOVATION MAKERS
Bom Group
royal brinkman global specialist in horticulture

PROGRAM WEEK 1 INSIDE THE GREENHOUSE

Sunday, January 26: Participant arrival – An appetizer!

When you arrive in the Netherlands on Saturday or Sunday, you might want to join our famous appetizer-program. Don't ask us about details, we like to surprise you! In case you fly in on Sunday afternoon or if you just prefer to relax after a long trip, you can just check in to our very comfortable hotel: Hotel Van der Valk - Nootdorp

Monday, January 27: Past-Present-Future

The Mastercourse kick-off takes place in the Westland Museum, illustrating the roots of this 'garden of Europe'. One of our mantras is: 'You need to be connected to your roots to be able to define your growth (your future)'. But most important, you will all get to know each this morning.

We'll have lunch at Axia Seeds and receive an update on current issues and innovations in the seed industry. Right after that, Jos Leeters will be present an interactive session about current trends and developments in vegetable production and market access around the globe.

In the afternoon, we visit one of the most inspiring producers, Koppert Cress. You will first receive a tour of their production facilities and later on it's time to get busy yourselves! YOU will prepare dinner with the help of top-chefs and we will enjoy the results of your efforts together with the Dutch partners to be visited during this Mastercourse.

Koppert Cress is a leading producer of 'cresses' and for them horticulture means health & happiness. They do a great job in marketing and if you have not heard of them before, you soon will!

08.00	**Depart hotel**
08.30	**Museum Westland**
08.30	Kick off (Ed Smit & Renée Snijders)
09.00	Museum tour 'The significance of your roots' (Ed Smit)
10.00	Participant presentations, 5 min each
12.00	Departure
12.15	**Axia Seeds**
12.15	Lunch
13.00	Introduction Axia Seeds
14.00	Interactive seminar on worldwide vegetable production and market trends (Jos Leeters)
15.00	**Koppert Cress**
15.00	Company tour with Stijn Baan (Int. Business Development)
16.30	Cooking workshop
18.00	Cocktail with Dutch partners
18.30	**Dinner prepared by you!**
20.30	**Arrival Hotel van der Valk - Nootdorp**

Tuesday, January 28: Greenhouse of the future - Automation & Autonomy

The acreage of greenhouses is increasing but what will future greenhouses look like and how will they be managed? Today, we start with the design and construction of greenhouses with BOM Group. The company shows us around at WUR Bleiswijk, the greenhouse research center of Wageningen UR. Afterwards, Ridder will take us on a journey from the set-up and installation of your greenhouse towards the way your greenhouse might be controlled autonomously in the future. To illustrate to what level automation and autonomy go in other subsectors of agriculture, we will also visit the amazing company Lely.

BOM Group is a leading greenhouse builder that uses its experience and network to develop sustainable horticultural projects that are cost-effective and meet the current and future needs of the global population.

Ridder is a family-owned company that has been supporting growers for over 65 years with solutions for managing climate, energy, water, and labor control to optimize production processes in the controlled environment agriculture business. "Helping you grow your way"

08.00	**Depart hotel**
08.30	**BOM Group**
08.30	Welcome (CEO Mike Vermeij)
09.00	Tour at WUR Bleiswijk
10.00	Interactive session on the future of greenhouse construction
11.30	Departure
12.00	**Ridder**
12.00	Lunch
13.00	Welcome & introduction (Chief Innovation Officer Joep van den Bosch)
14.00	Workshop - "Everything under control"
15.00	Company tour
16.00	Visit Lely (smart farming solutions)
17.30	Departure to Rotterdam
18.00	**Dinner at the 'Markthal' in Rotterdam**
20.30	**Return Hotel van der Valk - Nootdorp**

Wednesday, January 29: Will the future be human? – A.I. & Big Data

Big Data and AI are bound to become indispensable in modern horticulture. But how do you get the best results from the data you collect and what are these data telling you in the first place? Today we will learn more about these topics from two frontrunners; Blue Radix and Gearbox.

Blue Radix adds automated intelligence to the daily decisions in the greenhouse. To enable growers to meet their daily challenge: Produce more food and flowers with less resources. Blue Radix' solutions integrate deeply in the ecosystem of greenhouses to cooperate with humans and existing systems. Supported by highly skilled operators, trusted by growers worldwide.

Gearbox is the R&D Bureau with green fingers, Gearbox works with everything that grows and blooms. They automate and robotize the monitoring and analysis of organic products and crops in dynamic environments. Gearbox creates your future digital colleagues, who measure growth, quality and development, in order to optimize the cultivation process, to save costs and to increase your product quality.

Yes!Delft is a leading tech incubator in Europe and provides all the services you need to turn innovative ideas in a successful businesses.

08.00	**Depart hotel**
08.30	**Gearbox**
08.30	Welcome & Introduction Simone Keijzer (CEO)
09.00	Workshop 'How Vision, AI & Big Data will change your greenhouse operations'
10.30	Company tour
11.30	Departure
12.00	**Blue Radix – at Yes!Delft**
	Welcome & Introduction - Ronald Hoek (Managing Director)
12.30	Lunch
13.15	Workshop 'Autonomous growing: the SMART way of growing…"
15.30	Company tour Yes!Delft
16.30	Presentations start-ups: ADI, PATS Drones
18.30	Walking tour in Delft
19.00	**Dinner in Delft**
21.00	Return Hotel van der Valk - Nootdorp

Thursday, January 30: Biology meets technology – Back to nature

Resilient cropping is the way to go. Prevention instead of cure. Plants need to be made resilient from the very start to protect them against all kinds of future threats. This also means that the use of fertilizers and other artificial nutrients can be minimized. Back to Nature, that is what this day is all about. Combining everything we learned so far (innovation, technology) with Mother Nature. Today we learn from Metazet Formflex and Koppert Biological Systems how the sustainable future of horticulture looks like.

Koppert Biological Systems contributes to better health of people and the planet. In partnership with nature, Koppert Biological Systems makes agriculture healthier, safer, and more productive. The company provides an integrated system of specialized knowledge and natural, safe solutions that improve crop health, resilience, and production.

Metazet Formflex contributes ideas to innovative solutions with products and systems for the cultivation process and internal logistics. For this Mastercourse they team up with Micothon. This company developed a large program of greenhouse sprayers to control major plagues and diseases in horticultural crops.

08.15	**Depart hotel**
08.30	**Metazet Formflex**
08.30	Welcome (Peter Koot, CEO)
09.00	Workshop "More with less and better" Metazet Formflex i.c.w. Micothon
11.00	Company tour
12.00	Departure
12.30	**Koppert Biological Systems**
12.30	Lunch
13.30	Welcome (Peter Maes, Marketing Director)
14.00	Workshop 'The future of the family company in horticulture' (Martin Koppert, Director)
15.00	Horti speed dating sessions with Koppert Specialists & Tour of the Koppert Experience Center
17.00	Drinks & networking
18.00	Departure
18.30	**Dinner at hotel Hotel van der Valk - Nootdorp**

Friday, January 31: Shining light on the future

Supplemental lighting is quickly becoming a grow factor that can no longer be ignored when producing vegetables in greenhouses. Hortilux will share today how lighting can provide completely new insights on plant production. In addition, the grower of today wants to access the best solutions at any time and have them delivered to his doorstep all year round. Royal Brinkman is making that happen, delivering their products and advice to growers around the globe.

Royal Brinkman delivers over 30.000 products along with personal advice to customers around the globe. Brinkman is about to become 'The Amazon of horticulture'. For this course they team up with their partner Berg Hortimotive. These innovators in motion strive to make the logistics process easier for companies in the greenhouse horticulture sector worldwide.

Hortilux Schréder looks at grow light in a different way, putting the client's yield at center stage. Hortilux focuses on offering total solutions for grow light systems (LED, HPS and hybrid) in which advice, design, engineering, installation, and service are a seamless fit.

World Horti Center is the global knowledge and innovation center for international greenhouse horticulture. The center offers educational, research, and presentation services.

08.00	**Check out and depart hotel**
08.30	**Royal Brinkman & Berg Hortimotive**
08.30	Welcome (Jan Schuttrups and Sjef Loomans, Commercial Directors)
09.00	Workshop "Let's improve together!"
10.30	Departure Royal Brinkman
10.45	Company tour Berg Hortimotive
12.15	Departure
12.30	**Hortilux at World Horti Center**
12.30	Lunch
13.15	Welcome (Michèl de Wit, CEO)
13.45	Tour World Horti Center
15.00	Workshop "HPS vs LED"
16.30	Wrap up week 1
17.30	Departure
17.45	**Arrival at Hotel van der Valk - Nootdorp*** *Only for those that will stay tonight at Van der Valk

Saturday, February 1 and Sunday, February 2: It's optional and it's up to you

Most of you have been to the Netherlands several times. Time to meet friends, family or go down memory lane. It is also likely that some of you would like to learn more about our country. Its history, its culture, and maybe you'd like a good night out? It will all depend on what you'd like to do yourself. We will come up with various options, but you decide for yourself what you'd like to do.

If you prefer to define your own program this weekend, we will meet again on Sunday evening at NH Atlanta Hotel in Rotterdam.

PROGRAM WEEK 2 OUTSIDE THE GREENHOUSE

Monday, February 3: Designing the future of horticulture

Last week, we discussed what the future of this sector and your own company could look like from a production point of view. But what is the impact of horticulture on global society? What developments will determine how and where we will produce our food? Today's topic creates a hybrid between "traditional" horticulture and urban architecture. We will visit the office of the internationally renowned architect Rem Koolhaas, where it will be explained how horticulture will be put in the spotlight during a major exhibition at the Guggenheim Museum in NYC from 20-2-2020 to 14-08-2020.

Wageningen UR has been the world's leading Ag University for years now. What is their success? And what role do they play in the so-called 'Triple Helix' in which Dutch educational institutes like Wageningen UR work together with the private sector and the Dutch government.

OMA is an international practice operating within the traditional boundaries of architecture and urbanism. AMO, a research and design studio, applies architectural thinking to domains beyond. The company was set up by renowned architect Rem Koolhaas.

Wageningen University is all about "exploring the potential of nature and improving the quality of life". Quite a statement by the world's number 1 Ag University!

08.15	**Check out and depart hotel**
08.30	**OMA**
08.30	Welcome & presentation 'Designing Future Landscapes' by Stephan Petermann
10.15	Office tour OMA/AMO
11.00	Departure
12.30	**Wageningen University**
12.30	Lunch at 'Restaurant of the Future'
13.30	Welcome by Ernst van den Ende (Director Faculty Plant Sciences)
14.30	Visit research facilities / greenhouses
15.30	Interactive workshop 'Circularity as a starting point for future entrepreneurs'
17.00	Departure
18.00	**Dinner at Hotel "De Wereld"** (In May 1945 the surrender of the Germans, thus ending WW2, was signed here)
21.00	**Arrival and check-in Chateau Holtmuhle near Venlo**

Tuesday, February 4: "Chainges" – Disruption in real-time"

Disruptive changes have not yet taken place in horticulture. But that will very likely "chainge". The chain between producer and consumer will change dramatically in the near future. We will talk about the chain today at Brightlands, but also at Kuijpers Kip, a radically new approach to poultry farming.

Looking back at last week, it's also time to talk about people, about you. Managing yourself and your company is and will remain to be the key to success, no matter how many logarithms will be applied in your company. You will engage in an interactive session with Bruins Recruitment.

Brightlands is an innovative, public-private cooperation initiative located in the southern province of Limburg. Brightlands is an open innovation ecosystem that rapidly grows from four campuses as a home to state-of-the-art facilities, fundamental and applied research offered to scientists, entrepreneurs, students and investors.

Bruins specializes in recruitment, assessments & management support with a focus on greenhouse horticulture, the import and export of fruit, vegetables, ornamental plants, flowers and food.

08.00	**Depart hotel**
08.15	**Brightlands Campus Greenport Venlo**
08.30	Welcome (Saskia Goetgeluk, Director)
08.45	Presentation Brightlands Campus Greenport Venlo
09.15	Tour Brightlands Campus
10.00	Break with meet & greet Brightlands companies
10.30	Bruins Recruitment
10.30	Workshop "Meet the horticultural manager of the future"
12.00	Lunch and departure
13.30	**Wijnen Square Crops**
13.30	Welcome & company tour
15.30	**Gipmans**
15.30	Welcome & company tour
18.00	**Dinner at Chateau Holtmuhle near Venlo**

Wednesday, February 5: Transfer to Berlin

This morning we take it easy after an intensive week and a half. You can catch up with work and prepare yourself for the 6 - 7 hour drive to Berlin. We will stop for lunch along the way and will arrive on time to participate in the networking event 'Koppert Wednesday', hosted by Koppert Biological Systems. During this event, dinner and drinks will be provided.

10.00	**Check out and depart hotel** Transfer to Berlin by bus
12.30	Lunch
19.30	**Arrival in Berlin** Participation to 'Koppert Wednesday', the networking event during the Fruit Logistica, hosted by Koppert Biological Systems
22.00	**Check in Holiday Inn Berlin City West**

Thursday, February 6: Trade fairs: Fruit Logistica Day 1

Today we will be visiting the Fruit Logistica. Since every one of you has his/her own network of contacts, use this day to expand it by visiting exhibitors at the fair and/or visit the Mastercourse partners you have met during this course.

Fair visits are usually long and intense, therefore there will be only an optional dinner at the hotel tonight. Transport will be arranged to Hotel Holiday Inn, but you can also make your own arrangements for the evening.

09.30	**Depart hotel**
10.00	**Fruit Logistica - Free day program and evening**
18.30	**Return Holiday Inn Berlin City West**
20.30	Optional: drinks at the Irish Pub in Berlin, THE place to be on a Thursday night during the Fruit Logistica!

Friday, February 7: Trade fairs: Fruit Logistica Day 2

Your Pro Manager Mastercourse Vegetables is coming to an end and it is almost time to say goodbye.

Like yesterday, there's no fixed program at the fair. Everybody can go networking on his own today. At the end of the day there will be transport to Holiday Inn Berlin City West. Both days, Renee and Ed will be at the fair to assist you and / or guide you.

09.30	**Depart hotel**
10.00	**Fruit Logistica - Free day program**
18.00	**Closure Pro Manager Mastercourse Vegetables 2020**

Saturday, February 8: Departure participants

Today we say goodbye and wish you all a safe trip back home! We hope this week has been useful and valuable for your businesses and you personally as a manager, but above all FUN!

We arrange transport by bus back to the Netherlands today.

09.30	**Check out and depart hotel**
10.00	Departure by bus to the Netherlands
17.00	**Arrival Schiphol Airport Amsterdam**

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