

Agrifood Traction Tour – Netherlands 2019 Noord Brabant, 27-30 August 2019

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An exciting networking & learning event to the Netherlands -worlds' leading agrifood producer- to provide knowledge and output assessment in Dutch agriculture, horticulture, food technology and deal flows. In cooperation with LIB/ZLTO (South Holland Farmers Organization) AgriFood Traction Tour aims connecting Dutch and Greek farming businesses and paving paths for further cooperation. Participants will enjoy a number of visits mainly at family business facilities, gain insights on Dutch dynamics and have personal contacts & networking opportunities. Tour is addressed to farmers, businesses, financial services, research and the public sector, being limited to **35 delegates** based on first come-first served basis. Registrations close on/before **July 10th 2019**.

In focus: **Precision Farming** (potatoes), **Organics** (fruits), **Greenhouses** (herbs, tomatoes), **Livestock farming** (dairy, piglets/sows), **Nursery** (trees, shrubs), **Hi-Technology**, **Cooperatives** (research, finance, industry)

Why attend

- Gain insights on the Dutch agriculture, horticulture, food technology and deal flows
- Listen to first class farmers, cooperatives and agrifood dynamics of the Netherlands
- Meet agribusiness leaders, agtech innovators, farmers and producers
- Explore your potentials through expanding horizons from the Dutch agrifood systems
- Establish connections and potential cooperation with Dutch family business and SMEs
- Boost your corporate outreach to a designated audience of farmers, businesses, financial services, research, academia and the public sector

Cost for participation (per person, in €)

- Twin sharing: 990€
- Single Occupancy: 1190€

Services included

- Air-tickets economy class from Athens or Thessaloniki to Amsterdam & v.v. on Aegean airlines
- Three nights' accommodation at premium (4superior class) hotel on buffet breakfast basis
- Transportation with deluxe motor-coach as per detailed itinerary
- All technical visits and meetings featuring to the program
- 2 lights luncheons
- 3 dinners (one BBQ drinks inclusive)
- Netherlands' city tax
- Geo Routes tour conductor
- Printing materials
- VAT

Prices are exempted of: airport taxes (90€), personal expenses, unless otherwise stated drinks/beverages during the meals, tips and anything not explicitly stated above to the services included list.

Detailed itinerary

Tuesday, August 27th 2019: flight to Amsterdam and transfer to Eindhoven

- Meet and greet at the airport. Check-in and flight to Amsterdam on Aegean Airlines
- 15h45, arrival to Schiphol airport and transfer to Eindhoven
- Check-in at Pullman Cocagne hotel
- Dinner, overnight

Wednesday, August 28th 2019: full day technical visits (1)

- 08h45 departure to **AgriFoodplaza at 's-Hertogenbosch**
AgriFood Plaza is home of ZLTO and network location for innovative organizations in the agrifood sector in Noord-Brabant. It is also basis of EntrepreneurLift+, AgriFood Health Innovation Center, AgriFood Capital as well of Grow Campus which links education, research and practice (currently 30.000 students, 3.000 professionals and 30 companies make the campus sparkle).
- 3 hours presentation meetings with representatives of the following organizations:
 - **Noord Brabant Regional Government**
 - **ZLTO (Southern Holland Agricultural & Horticultural Organization)**
 - **Royal FrieslandCampina**
 - **Rabobank**
 - **HAS University of Applied Sciences**
 - **LIB Brabant**
- Networking light lunch in AgriFoodplaza
- Visit at **De Kruidenaer** family business facility which produces almost 30 different species of **high-quality fresh herbs**. Owner of 20+ ha of soil, cultivations taking place in greenhouses, tunnels and in open ground. In the greenhouses, De Kruidenaer cultivates mint and basil (regular green, red and Thai basil), while in the open ground, chives, dill, rosemary, coriander and parsley. During winter, a large proportion of herbs are imported from selected suppliers abroad.

- Next follows **Natuurlijk Tomaat**, a family business that effective 2015 started **tomatoes' organic cultivation** in greenhouses. Among others it grows high-quality cherry tomatoes, san marzano's, cocktail, roma and vine tomatoes. Furthermore, from its own production Natuurlijk Tomaat makes sauces for soup and pasta, tomato jam and chutney, also sweet-sour tomato ketchup in collaboration with De Laarhoeve.
- Last visit at **Van der Meijden**, a family business established on 1989 which over the years set up an SPF company producing **top-quality piglets with 1000 sows**. Van der Meijden passion for pig farming took him to establish a pig farm training center about providing onsite courses for people involved in the pig industry from all over the world.
- Dinner at Van der Meijden farm.
- Return to Eindhoven. Overnight.

Thursday, August 29th 2019: full day technical visits (2)

- 08h30 departure to High Tech Campus Eindhoven
High Tech Campus Eindhoven is the smartest km² in Europe with more than 185 companies & institutes and 12.000 researchers, developers and entrepreneurs working on developing future technologies and products. The Campus helps in accelerating innovation by offering easy access to high tech facilities and international networks. Campus companies (Philips, NXP, TomTom, Shimano, Signify, IBM, Intel etc) strategically connecting knowledge, skills and R&D in order to achieve faster, better and more customer-oriented innovation in the fields of health, energy and smart cities. Campus companies are responsible for nearly 40% of all Dutch patent applications.
- Visit at **Signify GrowWise Research Center**. On 2015, Philips (now Signify) has developed the perfect blueprint for **city farming production** on the High Tech Campus in Eindhoven. To a growing area of 8 climate-controlled rooms (234 sq.m) researchers try a variety of crops under different LED-lighting, climate conditions, software controls, sensors and logistics in order to optimize growing conditions for vegetables, fruit and herbs and advancing city farm building blocks.
- Next visit at **Van den Borne**, a family business that currently grows 550 ha of potatoes, 50 ha of sugar beet and 300 ha of maize. For becoming leader **on potato farming** in southern Holland, since 2006 company is investing on experimenting and applying precision farming, flying drones, using satellite data and researching, analyzing and visualizing soil scans and yield data in a cycle of 14 phases. It has also established a Smart Fieldlab to help farmers at making evidence based decisions and reach higher yields with the same assets through data collection, translation and visualization.
- Next visit at **De Ruurhoeve dairy** family farm which started in 1970 with 80 dairy cows in 30 ha of agricultural land. On 1977 EU agriculture ministers visited the farm; being on 1990 new activities added, such as hi-quality cheese production, an agrifood shop, classes & workshops etc. The cows are mainly black-bred Holstein-Friesian and in recent years were also added red-colored Holstein and Belgian blue cows. Since 2007 De Ruurhoeve uses milking robots and feeding machines about increasing animal welfare and ensuring efficiency, quality and better results.
- Light lunch in De Ruurhoeve
- Next visit at **Van den Berk Nursery** which specializes in the cultivation and supply of avenue trees, conifers, shaped trees, rhododendrons, solitary trees and shrubs. Led by the 3rd generation, this family business stretches across 500 ha (380 of which in Holland and 120 in Germany). Its assortment consists of 1600 species and cultivars, which the size ranging from medium (70cm) to extremely large

(4m). Van den Berk is one of the largest in Europe with exports to over 35 countries, working closely with landscape architects, greenery managers, contractors, garden designers and horticulturalists, while has been awarded on 2009 as winner for entrepreneurs in horticulture and as 'Bronze Rose 2009' in the international 'Grower of the Year' competition.

- Last visit at **Philips Fruitgarden** which founded 90 years ago by Anton Philips. The farm cultivates and supplies **healthy organic fruits** from its 12 ha apple, pear and plum orchard. In the recent years the family has also established a modern pancake house on the site, a farm shop selling apples and pears from the orchard and the Pit, an iconic venue amongst the greenery for social and business gatherings.
- Barbeque dinner with local drinks at Philips Fruitgarden.
- Return to Eindhoven. Overnight.

Friday, August 30th 2019: Eindhoven-Amsterdam-flight to Greece

- 09h30 Check-out and departure to Swinkels Family Brewers.
Bavaria Brewery is the 2nd oldest family-owned company in Holland that employs around 1000 people, while its beers brewed in Lieshout since 1719 in accordance to a unique 7 generations' family recipe. What started 300 years ago in this family farm grew into an international business due to the switch from top to bottom-fermenting beer in 1925, the natural mineral water sources, its own malt house, meaning that almost the entire production chain is in-house. Bavaria also managed to acquire leading positions in niche markets being the founder of the completely alcohol-free beer, having invested to La Trappe Trappist monastery beer and more.
- Beer tasting at Bavaria Brewery Café
- 12h00 departure to Amsterdam
- 16h35: flight to Athens and Thessaloniki
End of program

Hotel accommodation: Pullman Eindhoven Cocagne – 4sup stars



Pullman Eindhoven Cocagne, a 4-star superior hotel is located in the downtown of the vibrant City of Light, Eindhoven. The ambiance of Pullman Eindhoven is both comfortable and stimulating. Design is stylish and contemporary, its restaurant and bar Vestdijk47 entice travelers with flavors from around the world, its Fit and Spa provides a haven of Zen while its outstanding business facilities and 18 venues for meetings, events and congresses covering all business and social requirements.

The rooms (24sqm) combine warmth with technology and offer all the comfort needed for a business trip or vacation. Rooms featuring coffee/tea machine, free Wi-Fi, Ambilight TV, Air conditioning, Minibar, Bath, Optimal acoustic isolation, Blackout curtains, 24hrs room service, Iron and Iron board, Laptop safebox with power outlet, Keycard-operated door locks and bath amenities.

The fitness center is free for Pullman Eindhoven guests, including 2 saunas, an indoor swimming pool, a solarium, and gym equipment. At extra charge is offered massage and beauty treatment services, exclusively working with Sothys beauty luxury brand.

The flights – Aegean airlines:

a) Departure ex. Athens

27/8/2019, ATH-AMS, A3626, 13:15-15:45, 3h40m

30/8/2019, AMS-ATH, A3627, 16:35-20:50, 3h15m

b) Departure ex. Thessaloniki

27/8/2019, SKG-ATH, A37111, 11:25-12:15, 0h50m

27/8/2019, ATH-AMS, A3626, 13:15-15:45, 3h40m

30/8/2019, AMS-ATH, A3627, 16:35-20:50, 3h15m

30/8/2019, ATH-SKG, A37132, 22:00-22:55, 0h55m

Important remarks

1. Presentations and onsite visits will be in English with translation to Greek
2. Participation to the program requires 50% deposit upon registration and 50% final payment on/before July 10th 2019. Participants should need to provide copies of payment at abf@geo-routes.com
3. For reservations it is required at completing and emailing the booking form at abf@geo-routes.com and furthermore accepting the terms and conditions explicitly stated to the booking form
4. The final itinerary will be provided to the participants upon final payment
5. Program is subject to changes and modifications
6. For travelling to the Netherlands it is required a valid passport or an ID card of Greek/Latin characters

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