

PRO MANAGER MASTERCOURSE

FLORICULTURE

CREATED BY



Selection & costs

The Pro Manager Mastercourse selects 15 inspiring horticultural managers from around the globe. Are you between 25 and 40 years old and have you been working at your company for about 5 years and are you on track to or you already form part of the board of directors of the leading company you represent? This course definitely is the ticket to your future as a leader of the global ornamental industry!

Your participation to this course is largely facilitated by a select group of leading companies in the floriculture industry. If selected, your participation will only cost 1500 Euro. In addition you pay travel costs and lodging. Hotel rates are estimated at 165 Euros per night.

Additional Information

Check www.jungletalks.com for more information about Jungle Talks and the Pro Manager Mastercourse Floriculture or contact Ed Smit directly via: ed@jungletalks.com

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 leaders in horticultural subsectors. We're ready to select managers and directors representing future proof companies from around the globe for this inspiring, two-week Pro Manager Mastercourse Floriculture in the Netherlands.

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 his/her company.

Program

This Mastercourse will guide, prepare and motivate you. For two weeks, you will be among 15 peers from around the globe and together will visit leading Dutch companies in floriculture. You will receive expert insights from board members into the current state of the industry you work in and what the future will have to offer. In addition, you will also visit IFTF and the Aalsmeer Trade Fair and will be part of the Young International Grower of the Year Award organized by AIPH. The Pro Manager Mastercourse Floriculture connects you to peers from around the globe, new friends and potential new business partners.

Partners





PROGRAM WEEK 1

Sunday, October 27 2024: Participant arrival – An appetizer!

When you arrive in the Netherlands on Saturday or Sunday morning, you might want to join our famous appetizer-program. Don't ask us about details yet, 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 stay at our very comfortable hotel: **Hotel Van der Valk - Nootdorp**

Monday, October 28 2024: Past-Present-Future

The Mastercourse kick-off takes place in the **Westland Museum**, illustrating the roots of the 'garden of Europe'. One of our mantras is: 'You need to be connected to your roots to be able to define your future'. No better place to do that than the place where so many horticultural innovations started, the Westland region.

Of course you will be asked to do a brief introduction so your peers can start to learn a bit more about your mission in life and work as well as your vision on how to achieve that.

Lunch will be served in the tropical greenhouse of **Fachjan**, a sustainable provider of tropical plants and trees.

The real future will literally be served to you at **Koppert Cress**. You'll get to work together preparing your own future, guided by a leading chef. Late afternoon, all partner companies to be visited during the next two weeks will join us and we'll have dinner together. In fact, THEY will serve YOUR future to you!

Tuesday, October 29 2024: The essence of resilience

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. From macro-organisms (cure) to micro-organisms (prevention) marks a huge shift in (biological) crop protection. Back to Nature, that is what this day is all about. It is quite obvious that we have arrived at Koppert.

At **Koppert** we prepare a dynamic morning program for you. Be prepared to be challenged on multiple levels. In addition, you'll enjoy a guided tour of their Experience Center.

Logiqs is a company that is definitely on the move. You will be taken by Gert-Jan van Staalduinen and his team on a journey towards the future of growing and growing systems. Logiqs excels in developing innovations for vertical farming, also for floricultural production. Just have a look at their website, it won't get much better than Logiqs this week.

Following a visit to the company premises of Logiqs, we'll visit **LKP Plants** to see their systems in practise and hear more about their experiences and vision for the future.

Wednesday, October 30 2024: Plant Empowerment: your plants have the power!

Today we will focus on the power of the plant. The companies you'll get to know today have joined forces in the platform 'Plant Empowerment' which is actually a Data-Driven growing philosophy to grow more sustainable and profitable by keeping the three plant balances in equilibrium.

As a grower, optimising your cultivation results is essential for success. At the same time, you need sustainable solutions for the enormous challenge to grow with less resources and minimal emissions. The solution for sustainable cultivation and optimal results is provided by nature itself. This unique growing method is called Plant Empowerment.

To experience what Plant Empowerment means in practice, we'll visit a leading producer in their field (still to be confirmed): **Ter Laak Orchids** is a leading Phalaenopsis producer and was elected "International Grower of the Year 2018".

In the afternoon our program is still to be confirmed with room for perhaps another company visit or a cultural or sports activity.

Thursday, October 31 2024: The future is digital: AI & Robotics empower the grower

Visser Horti Systems is a member of Viscon Group. The Viscon Group is passionate about creating innovative, solid, and smart logistic solutions for all material handling processes in Food and Agro businesses.

By maintaining a continuous dialogue with growers, Visser Horti Systems is able to supply a range of products that are perfectly geared to the needs of the market and effectively meet the most stringent customer requirements.

Krimpen has become a major player in the world of trays and pots. The future of floriculture highly depends on the way we will be able to adapt to future (sustainability) standards and consumer demands. What should a future pot and tray be made of? How will circularity and sustainability define your future operational needs?

Krimpen would like to share some rather interesting thoughts on this, but would also like to pick your brain one more time!

Friday, November 1 2024: The future of flowers & corporate culture

Dümmen Orange definitely is a major player in the world of ornamentals. A frontrunner on many levels formed by 15 companies, all bringing in their own culture. What will the (future?) corporate culture / identity of Dümmen Orange look like? How does that compare to your company? Being successful is so much more than selling complementary products. The human factor still counts in business, right?

We will discuss these and more issues at Dümmen Orange's location in De Lier.

A perfect final product starts with a great idea. However, what is also crucially important is the best possible quality, the most efficient loading, the desired delivery time and, of course, a favourable price. **Bunnik Creations** is a renowned concept creator in the world of floriculture. Their Green Event Center features changing new collections all year round and guarantees an inspirational backdrop to discuss the future of the floricultural chain.

Saturday, November 2 & 3 2024: It's optional and it's up to you

For sure, most of you have been to the Netherlands several times and some of you might even be Dutch or have Dutch roots! Time to meet friends, family or go down memory lane. It is also likely that some of you would like to learn more about this country that is situated, 35%, below sea level. Its history, its culture, and maybe you'd like a good night out? We will come up with an optional program early January, based on your thoughts and preferences. And if you prefer to define your own program this weekend, we will meet each other Sunday evening at **Hotel Van der Valk - Schiphol**.



PROGRAM WEEK 2

Monday, November 4 2024: "CHA-I-NGES" in marketing and sales

Floramedia is a leading specialist in horticultural communication. The company partners with customers Europe-wide to develop creative media solutions across all channels. How can the floricultural sector as a whole improve its communication? How do we ensure the relevancy of the sector towards an increasingly critical consumer audience?

Chrysal is a main driving force in the floricultural industry and worldwide market leader in flower food. The company specializes in post-harvest treatment, but is currently looking into pre-harvest methods as well, including the use of bio-stimulants. Chrysal sells its products to producers and to consumers, making the company a true expert on chain developments.

Tuesday, November 5 2024: Focus on future production

Klasmann-Deilmann is a major, international supplier of growing media and a company that is acutely aware of the need to change their business model to stay relevant in today's horticultural sector. Innovation and cross-sectoral cooperation is their strategy and today their innovation team will share with you what they're working on and what future growing media look like.

Klasmann works closely together with **Maan Group** in developing alternatives for peat-based substrates. Their eye-catching example is the Growcoon and they have launched the new concept Nygaia in 2023. This afternoon we'll discuss with Klasmann what growing media will look like in the future.

Wednesday, November 6 2024: Visit to IFTF in Vijfhuizen

Today we will be visiting the **IFTF** in Vijfhuizen. Since every one of you has his/her own network of contacts, use this day to expand it by visiting exhibitors at the fair.

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 Van der Valk Schiphol**, but you can also make your own arrangements for the evening.

Thursday, November 7 2024: Visit to the Aalsmeer Trade Fair

Like yesterday, there's no fixed program at the fair, today we'll visit the Aalsmeer Trade Fair. Everybody can go networking on his own today. At the end of the day there will be transport to **Hotel Van der Valk Schiphol**, you're free to organize your dinner tonight again.

All participants to the Mastercourse will be asked if they are interested to compete for the "Young International Grower of the Year" Award. The competition or selection process will consist of various interviews with AIPH and a grand jury consisting of leading members of the international floricultural world. Three finalists will be selected and we'll cheer on the winner of the next "Young International Grower of the Year" Award.

Friday, November 8 2024: The end of a new beginning

Your Pro Manager Mastercourse Floriculture is coming to an end and it is almost time to say goodbye. But not before we take some time to evaluate these two weeks and what impact it had on you.

In addition, there are still some topics that need more attention. Therefore, we will travel down the horticultural chain today to discuss what the future of the Dutch floricultural chain will look like. Will it be of any impact for you? And what can Dutch floriculture learn from the way you have organized your chain?

Royal Flora Holland is an icon in Dutch floriculture and has been a beacon in the international flower trade for over 100 years, but what will be the role of the auction in the (near) future?

Following this visit we will confirm in due course if we go on the visit **Waterdrinker** and/or **Dutch Flower Group**.

We will finalize this Mastercourse further down the chain, at **Marginpar**, a producer and wholesaler (tbc). A company that says... "Marginpar, a unique product of nature, signed by our people".

That is what this Mastercourse was all about. Sustainability, innovation, respect for nature and most of all, your personal role in all this. Your future and the future of your companies highly depends on you and those you work with and live with.

We hope to send you home to your companies and your families with a bag full of knowledge and experiences that will stay with you forever! Thanks for making this happen!



PRO MANAGER MASTERCOURSE NOVEMBER 2024

APPLICATION FORM

Applicant's details (as in passport)	Present employment Company / organization	Motivation
First name(s)	Location	
Surname(s)	Company website	
Date of birth	Company phone	Personal learning goals
Sex	Position	
Nationality	Date of entry	
Contact details	Responsibilities	Date
Full address		
Country	Educational record Name(s) of institution(s)	Place and country
Telephone (land line)	Location	Signature
Telephone (cell)	Degree (Bachelor, Master, other)	
Whatsapp	Year of graduation	
Email	Field of study	
Skype name	Other relevant courses	Please send this form to Renee Snijders, coordinator Jungle Talks, renee@jungletalks.com , <u>before 15 July 2024!</u>
	Level of English	

You will need a recent version of Adobe Acrobat to fill in the form digitally. Otherwise you can fill in a printed version and send the scanned form to renee@jungletalks.com. In case of any additional questions about the application procedure, please contact Renee per email or telephone: +31 6 13 487720 via whatsapp +506 8448335 or go to www.jungletalks.com.