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Study Tour on Protected Horticulture and Cold Chain Supply to Egypt

Cairo, Egypt | 11th – 15th February 2024



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Cairo, Egypt | 11th – 15th February 2024

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Foreword

Embassy of the Kingdom of the Netherlands to the Arab Republic of Egypt

On behalf of the agricultural team of the Embassy of the Kingdom of the Netherlands in Egypt, we would like to wish you a warm welcome to this study tour on the protected horticulture sector in Egypt. Over the years, the Dutch protected horticulture sector has become very successful in internationally providing solutions as well as setting up own production locations, and everything in between. The time is ripe to (re-)visit Egypt for its potential as a production location and market for Dutch solutions in protected cultivation. Over the past years, many greenhouses have been established in Egypt, with a hunger for more. Given the large local market and well-developed logistical routes for export, the country has clear advantages. However, as a recent Market Study by Delphy has shown, setting up shop in Egypt requires a thorough understanding of the local context. We hope this study tour helps you to make better decisions for future investment and collaboration.

To the Netherlands, Masr (Egypt) is not a pure development partner country. Rather it is a 'combi-country', where we work on an integrated cooperation, trade and investment agenda. With a focus on Climate and Water Smart Agriculture, NL-Masr Agri-food Network works with Dutch, Egyptian, and international partners on the basis of mutual interest and benefits to create innovative, inclusive and sustainable win-wins. As the Dutch embassy, we strongly encourage collaboration. You will not be the first company to enter the Egyptian market (and will not be the last). So, tap into the experience of others, connect with local growers, suppliers, and other potential partners. For Dutch knowledge providers and companies interested in knowledge exchange and moving from trade to investment, there are great opportunities. This requires investing in contacts, partnerships, and longstanding relations between entrepreneurial Egyptians and the Dutch. During this study tour, you will meet many of the relevant players of the Egyptian protected horticulture sector. We have personally met most of them and have seen their willingness to share information, collaborate on knowledge and capacity development and are eager to do business with Dutch companies. We, therefore, wish you a fruitful and informative tour!



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Organisers



Netherlands Enterprise Agency

Netherlands Enterprise Agency (RVO)

The Netherlands Enterprise Agency (Rijksdienst voor Ondernemend Nederland-RVO) is a government agency which operates under the auspices of the Ministry of Economic Affairs and Climate Policy. Its activities are commissioned by the various ministries amongst which the Ministry of Foreign Affairs and the European Union.



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The Netherlands Enterprise Agency stimulates sustainable, innovative, and international business. It aims to improve opportunities for entrepreneurs, strengthen their position abroad, and help them realise their international ambitions with funding, networking, know-how, and compliance with laws and regulations. RVO beholds various financing instruments available for Dutch companies and/or public private partnerships, for more information please see our subsidy and [finance guide at rvo.nl](https://www.rvo.nl/en/finance-guide).

Together with the Embassy of the The Kingdom of the Netherlands in Cairo, RVO has the ambition to start a public-private partnership with Dutch entrepreneurs active in protected cultivation that are aiming to work in Egypt. In order to do so, a market study and study tour are commissioned, which will provide entrepreneurs with the knowledge and networks needed to start trade with Egypt. We hope the study tour will spark interest in a [Partner for International Business](#) programme. For more information, do not hesitate to reach out us.



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The Netherlands-African Business Council (NABC)

The Netherlands-African Business Council (NABC) is the leading organisation for sustainable trade and investment facilitation for Africa in the Netherlands. NABC strongly believes that the private sector has a crucial role to play towards an Africa that is economically thriving and globally competitive in trade and investment.



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Our mandate is to empower the Dutch private sector to play a prominent role in the sustainable development of the African continent. Therefore, NABC's purpose is to inspire and connect businesses with Africa's opportunities, and to enable them in making confident decisions about when, where, and how to do business in and with Africa.

At NABC, we place 'Partnerships of Equals' at the centre of our activities, meaning that we aim to develop opportunities that are beneficial for both the Netherlands and Africa. The NABC sees the Sustainable Development Goals as an opportunity for more responsible business in Africa. All our work relates directly to the achievement of the 17 SDGs, with a specific focus on SDG 2, SDG 8, SDG 13, and SDG 17 in which we believe we can maximise our impact.



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We are proud that the NABC has contributed to the cooperation between Egypt and the Netherlands in the field of climate and water smart agriculture. The journey started in September 2021 with a study visit to Egypt with 11 Dutch companies. In June 2022, the NABC welcomed an Egyptian delegation to the Netherlands to visit NABC's flagship event Africa Works! 2022. In September 2022, we participated in the Sahara Expo with a Netherlands Pavilion. In 2023, we were present with a Netherlands Pavilion at the El-Wadi Exhibition in Luxor. This week, we are focusing on the future of the protected horticulture sector in Egypt. Together, we can show the world that agriculture can be part of the solution in curbing climate change.

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Dutch Greenhouse Delta

Global cities are growing, and new metropolises will be added to the map in the coming decades. Increasing population density, climate change and resource scarcity such as water are increasing the demand for smart, integrated solutions for the production and distribution of tasty, healthy, and safe food. The Netherlands is a world champion in horticulture, thanks to a unique ‘ecosystem’ of greenhouse builders, horticulture suppliers, installers, growers, seed companies, research institutes and universities. This ‘Dutch Delta’ offers opportunities and solutions for world cities such as Cairo, Delhi, Shanghai, Lagos, Jakarta, and São Paulo.

Dutch Greenhouse Delta (DGD) is a powerful platform representing the strength of Dutch horticulture by promoting the sector globally to identify and accelerate opportunities. It is a foundation under which various partners join forces and enable common growth. In doing so, we ensure that the sector’s innovations, developments, and its individual companies go hand in hand with providing solutions to an ever-increasing need to produce safe, healthy, fresh, and affordable food sustainably and locally. We offer the entire horticultural eco-system of Fork2Farm, consisting of science, enterprise, education, and government.

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Delphy B.V.

Delphy B.V. is the largest global commercial service provider in the field of cultivation and production-related knowledge regarding food and flowers. Based in the Netherlands, Delphy develops and implements knowledge worldwide.

More than 240 employees are involved in research and consultancy on the cultivation and production of food and flowers. Our consultants combine leading global knowledge and expertise with an entrepreneurial and independent approach allowing Delphy B.V. to offer individual clients the best possible solutions.

Our services include crop advice, applied research (on-site or at our own research units), training and (turnkey) projects to farmers, agricultural companies, and investors worldwide. Delphy is internationally recognised as a reliable partner with the ability to fulfil client requirements.



Land Water Food
Consult



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Land Water Food Consult B.V.

Land Water Food Consult B.V. works on agricultural development, in particular when soil and water related issues hamper agricultural production. The company has an extensive track record on business development in Egypt, linking companies in the Netherlands to the Egyptian private sector and vice versa.

The company is specialised in dealing with climate change related (extreme) weather events. Improving the quality of tropical fruits is one of the fields of experience.

Director Peter Prins has an extensive network among the leading agrofood companies and research institutes as well as among farmers' organisations worldwide. Land Water Food Consult B.V. is always looking for collaboration between the private sector, research, governments and producers' networks. Capacity building, building partnerships, and knowledge transfer are the core activities of the company.

Land Water Food Consult B.V. is partner of the Netherlands-African Business Council for their activities in Egypt.

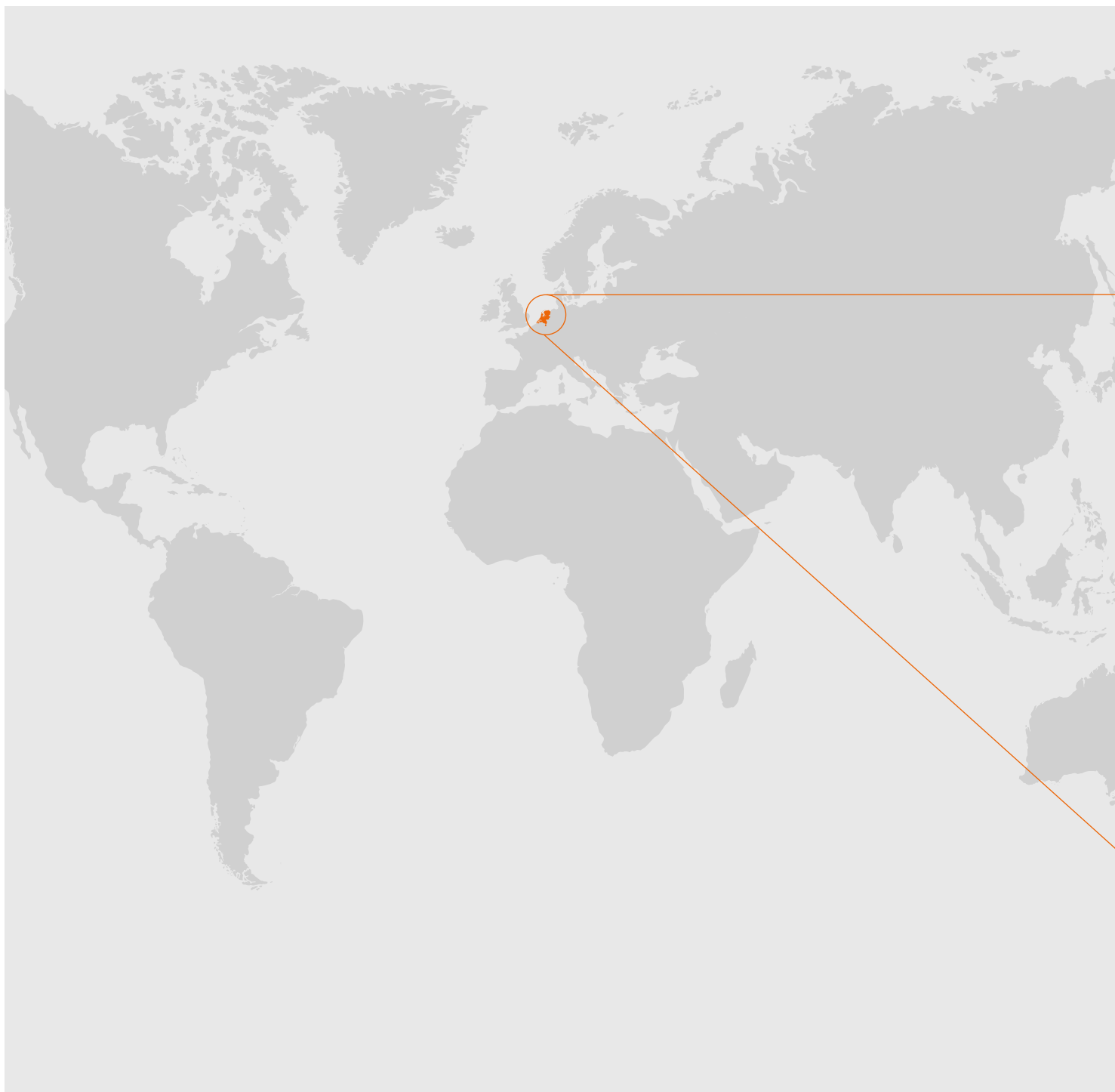
Ahmed El Arini

Mr. Ahmed El Arini is an experienced consultant in the agricultural industry. Over the past three years, he has collaborated closely with the NABC and Peter Prins, contributing to the meticulous planning, preparation, and execution of highly successful study tours, capacity-building initiatives, and trade missions. Mr. El Arini has been instrumental in serving as a facilitator and bridge-builder, fostering valuable connections and facilitating collaboration between the Dutch and Egyptian agricultural sectors through his extensive expertise and strategic insights.



The Netherlands

The Netherlands



Locations

1. Amsterdam (and Airport Schiphol) | 2. Arnhem |
3. Assen | 4. Breda | 5. 's Hertogenbosch | 6. Eindhoven |
7. Enschede | 8. Groningen | 9. Haarlem | 10. The Hague |
11. Leeuwarden | 12. Lelystad | 13. Maastricht |
14. Middelburg | 15. Rotterdam | 16. Utrecht | 17. Zwolle |

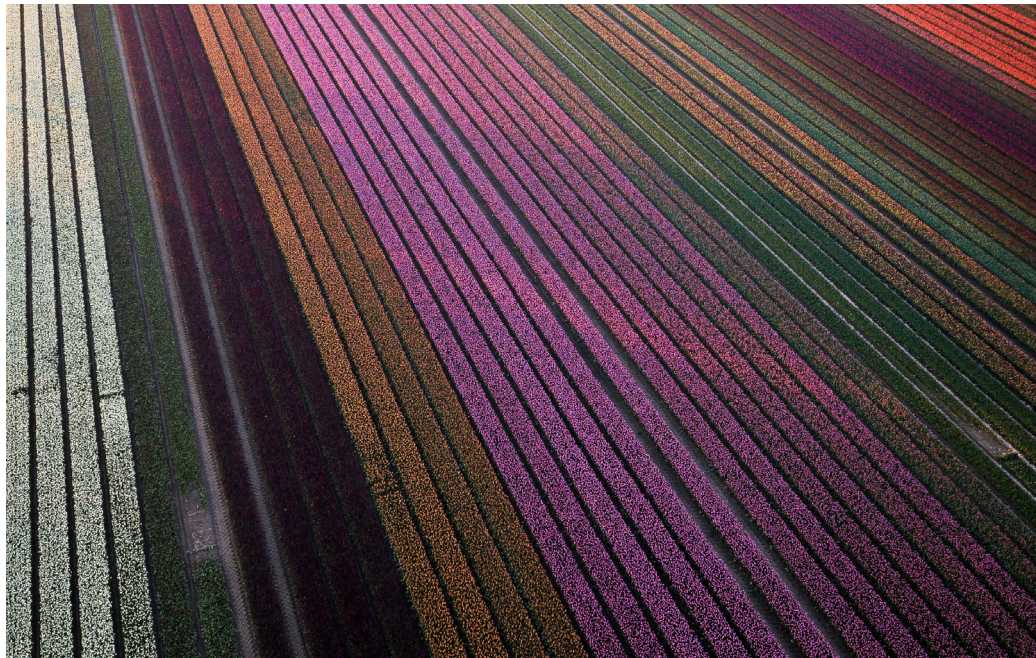
Introducing the Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and open to

new challenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature; all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



The Netherlands, your partner in sustainable solutions

Worldwide ranking

- 1st At WEF's ranking of most competitive economies in Europe. 4th in the world. (WEF, 2019)
- 1st Production and auctioning of cut flowers and flower bulbs
- 1st World's largest flower exporter
- 2nd Largest exporter of agricultural products in the world (WTO, 2019)
- 4th Best at Global Innovation Index (GII, 2019)
- 5th Greatest place to live (World Happiness Report, 2019)
- 6th Largest exporter of goods in the world (CIA World Factbook, 2019)
- 7th Largest foreign investor in the world (1,256 billion US dollars)
- 7th Largest recipient of foreign investment in the world (801 billion US dollars)
- 8th Largest importer of goods in the world (507 billion US dollars)

Facts & Figures

- **Official name** Kingdom of the Netherlands
- **Form of government** Parliamentary democracy (cabinet of Prime Minister and Ministers) within a constitutional monarchy
- **Head of State** His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- **Capital** Amsterdam
- **Seat of government** The Hague
- **Administrative structure** The kingdom consists of four entities. The Netherlands and three territories in the Caribbean: Aruba and Curaçao and St. Maarten. Number of provinces 12. Special municipalities: The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean.
- **Surface area** 41,543 km²
- **Location** Western Europe, by the North Sea, bordering Belgium and Germany
- **Number of inhabitants** 17.4 million (2021)
- **Number of inhabitants per km²** 517 (2021)
- **Monetary Unit** Euro
- **Languages** Dutch and Frisian (On the overseas islands also English and Papiaments)
- **GDP per capita** 51,064 euros (World Bank, 2020)
- **Unemployment rate** 3.1% (CBS, 2021)
- **90% of all Dutch people** speak English

Company Profiles



AgriT for Agriculture Technology

AgriT is one of the leading companies in agricultural technology (in the fields of horticulture, livestock, and poultry). AgriT's expertise in agricultural and livestock production encompasses various aspects such as climate control systems, irrigation and fertilisation technologies that optimise crop yield while minimising water and fertilisers usage; innovative equipment designed specifically for poultry farming that ensures optimal health and productivity of the birds; and advanced solutions that enhance animal welfare while maximising milk or meat production. With a focus on sustainability practices that promote environmental responsibility while delivering high-quality products, AgriT remains at the forefront of agricultural innovation.



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BioEgypt

BioEgypt, the exclusive distributor of Koppert B.V. in Egypt, is a pioneering agricultural service company dedicated to promoting the use of biological solutions over traditional chemical treatments in crop management. Our mission is to safeguard the health and financial well-being of farmers through this paradigm shift. We specialise in a range of microbial products, including bio-fertilizers and bio-pesticides, as well as leveraging beneficial insects for biocontrol and pollination. Our approach is not just about supplying products; we are committed to assisting farmers in adopting the latest agricultural techniques. This includes education on safe, economical farming practices that enhance both crop yield and quality, from soil health to plant care.



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Bosman Van Zaal B.V.

Bosman Van Zaal is a company specialised in providing total solutions for greenhouse and vertical farming horticulture. Bosman Van Zaal not only provides the standard solutions such as greenhouse & vertical farming constructions and related systems such as heating and cooling, water systems, growing systems, but also, we focus strongly on logistics, data management, and controlled plant-based production. We develop industry-revolutionising solutions for food, flowers, forestry nurseries, and plant-based medicines. By integrating our installations, robotics and equipment, we optimise cultivation climate, space, energy, and labour efficiency. With more than 100 years of experience in the field of horticulture and our skilled team of 300 engineers, technicians, and supervisors uses cutting-edge technology to address your challenges. With a global presence and in-house expertise, we deliver seamless turnkey solutions that drive innovation.

Through our head office in the Netherlands and our branches in the United Kingdom, Germany, Poland, South Africa, Ethiopia and Kenya, and our vast network of dealers, we have executed projects and provided our services in more than 50 countries worldwide; our experience in every climate zone, from extreme cold to extreme hot and from dry to humid climates.

Bosman Van Zaal has established a complete greenhouse project in Egypt for Arab Organization for Industrialization (AOI) near Cairo for the production of tomato and sweet pepper. The project consists of two main compartments, one of glass and the other is plastic, implementing hydroponics growing, screen system, heating and semi-closed cooling method, and climate control.



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CoHort Consulting

Activities: Consultancy / business development / company representation for greenhouse horticulture and the food industry.

Focus on the MENA region, East- and South East Asia.

Special link with Egypt: familiar with Egyptian culture, the Arabic language and the region's history. Lived in Cairo for 1.5 years.

Examples of clients/projects:

- Ministry of Economic Affairs, NL (RVO), Netherlands Embassies – Market studies, applications for (co-) financing, coordination of pilot projects in emerging markets. Example: early stage closed 'desert greenhouse' for strawberries, lettuce and tomato in Curacao, Dutch Caribbean.
- Dutch technology companies – Experience with greenhouse construction, automation, cultivation substrate, biological control/IPM, seedlings of ornamental plants, vegetable seeds, flower bulbs.
- Interim Management, a/o for major Dutch breeding company.
- Advisor to investors in commercial greenhouse projects and training & demonstration centres for horticulture.
- Practical training programmes in horticulture, in cooperation with Dutch and local knowledge institutes and expert companies. Trainees and students from universities, vocational colleges and private companies (operational management, cold chain, marketing/sales).
- Flower Parks and Tourism: development of 'Holland Flower Parks' in several Asian countries with growing leisure markets.
- Horti China Trade Fair/Conference: coordination of international marketing.



DRIVE SYSTEMS



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De Gier Drive Systems

De Gier Drive Systems is one of the world's leading companies in drive systems for international horticulture, intensive livestock farming, crop storage and non-residential facilities. Our systems are used in ventilation, screening and hoisting solutions in glass greenhouses, poultry sheds, storage facilities and other buildings. We work with our customers, partners and suppliers to develop innovative, sustainable and user-friendly solutions. We invest in long-term relationships and global partners. We actively contribute to our customers' endeavours and we always provide a suitable solution. We do this based on mutual trust and flexibility.

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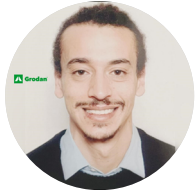


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Ecoline Biotechnologie B.V.

Ecoline Biotechnology is a Dutch company working in the Netherlands, also in Belgium, Austria, Spain, Canada, and Egypt. More and more horticulture businesses are producing organically. These businesses make use of the top quality knowledge and expertise in the field of plant protection provided by Ecoline Biotechnology. We are backed by years of experience in research and consultancy. As an expert we can support you in the use of biological control and biological plant products.

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Grodan

Grodan is part of the ROCKWOOL Group, the world's leading supplier of innovative products and systems based on stone wool, improving the environment and the quality of life for millions of people. Grodan supplies innovative and sustainable stone wool substrate solutions for the professional horticultural sector, based on Precision Growing principles. These solutions are, among others, applied for the cultivation of vegetables and flowers, such as tomatoes, cucumbers, sweet peppers, eggplants, roses and gerberas. Stone wool substrates are offered together with tailor-made advice and tools to support Precision Growing and therefore facilitate the sustainable production of healthy, safe and tasty fresh produce for consumers. Sustainability plays a prominent role within the Group, from the manufacture of stone wool substrates to end-of-life solutions. Grodan is founded in 1969 and is active in more than sixty countries worldwide. The head office is located in Roermond, the Netherlands.

Grodan

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Jiffy Products International B.V.

Jiffy growing solutions help innovative and leading companies in global horticulture with sustainable plant growing solutions to feed and beautify the world. Jiffy Products include pots, pellets, coir products, substrates and plugs. We always have the best growing solution for your crop, process and business size.

By listening carefully and by sharing our knowledge, we help you to improve sustainability, efficiency and product quality. Together we aim for more yield and less waste.

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Lumiforte EMEA B.V.

Lumiforte produces coatings for the greenhouse horticulture sector and line marking products for sports fields. We team up with nature by developing coatings that respond to practical needs at specific locations anywhere in the world. It is amazing what nature can do with the right coating.

We produce products for greenhouse cultivation that help growers protect their crops and greenhouses against too much light and heat. The goal is to safeguard optimal production regardless of local conditions.

ReduSystems is the global leading brand in developing coatings and cleaners for greenhouse cultivation. The products control the incidence of natural light and heat to optimise the climate for the crop in every season - from a cooler climate in summer and more light in winter, to diffuse light and changing the light spectrum.

Shading agents lower the temperature in the greenhouse by reflecting light and/or heat. Diffuse coatings scatter the sunlight while maintaining a high light level. Specialties are intended for specific crops or control purposes. Transmission coatings increase the light level in the greenhouse. Reflective coatings optimise the reflection within the greenhouse. Cleaning agents ensure a perfectly clean greenhouse cover.

In the sports sector, we score with our wear-resistant line marking products and accompanying machinery. For the industry- and tertiary sector, we developed a special roof cooling coating. All of our coatings meet the highest quality standards.

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Netherlands Food Partnership

Netherlands Food Partnership makes food systems more economically, socially and environmentally viable by bringing people together and by connecting and supporting agri-food initiatives with an impact in low and middle income countries. NFP is supported by the Dutch ministry of Foreign affairs and the Dutch ministry of agriculture, nature and food quality. We join the mission to Egypt to explore the potential for our programmes, among others in strengthening human capital for horticulture in line with the Dutch-Egyptian cooperation agenda.

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Ridder

For more than 70 years, Ridder has been providing the global horticulture sector with smart, well-designed technical solutions that make growing in greenhouses simpler, more sustainable and more efficient. The effective systems developed by this Dutch family-owned business provide solutions for complex problems involving mechanization, climate control, water management and automation to help you get the most out of your products, people, and business. Ridder technology keeps you in control.

At Ridder, the drive to innovate is in our DNA. It has made Ridder a leading manufacturer of advanced process computers, water treatment and irrigation systems, management systems, drive systems and climate screens. Ridder's practical solutions facilitate sustainable horticulture in any climate, anywhere in the world. Ridder is a fast-growing organisation with over 340 dedicated employees and international offices across 7 countries. With the support of its extensive international partner network, Ridder's solutions contribute directly to the efficient and sustainable cultivation of food and flowers in over 100 countries.

Our solutions:

Drive Systems

Ridder's drive systems provide precision control of the greenhouse ventilation and screening systems. Their smart and practical design have made Ridder an international market leader in the field of horticultural drive systems. Today, Ridder is the preferred brand of greenhouse builders, installers, and growers all over the world.

Climate Screens

Ridder provides an extensive package of climate screens that meet the required high-quality standards for a wide range of screening requirements such as shading, light distribution, climate control, energy-saving, light exclusion (blackout).

Climate Control and Process Automation

Ridder's smart sensors, climate and process computers provide insight into the growing environment as well as data-driven control. Our solutions integrate seamlessly with the level and ambitions of every grower, anywhere in the world.

Water Treatment Systems

Ridder's fully automatic precision irrigation and fertigation systems allow for cost-effective dosing of water and fertilizers, enabling growers to get the very most out of their crop. Ridder's innovative disinfection and water purification systems enable water and fertilizers to be reused safely and sustainably.

Labour Tracking Systems

Ridder's labour tracking systems enable growers to maximize the productivity of their employees, monitor quality, analyse work processes, and keep a close eye on every operational process. The systems guarantee an optimized operational workflow and the perfect coordination of every process in and around the greenhouse.

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Rijk Zwaan B.V.

Rijk Zwaan B.V. is a Dutch vegetable breeding and seed production company headquartered in De Lier, the Netherlands. Rijk Zwaan is the fourth largest vegetable breeding company worldwide and has chosen to focus fully on vegetable seeds and offer a wide assortment within the sector.

Together with our partners around the world we want to actively contribute to the world's food supply and stimulate vegetable consumption. We have more than 1,500 varieties in our assortment of more than 25 different vegetable crops. We keep on focusing on vegetables and choose to work on a wide assortment.

Rijk Zwaan Egypt LLC
393 4th Touristic District
6th of October city-Giza
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www.rijkszwaan.com
www.rijkszwaan.com.eg



Signify

Signify (Euronext: LIGHT) is the world leader in lighting for professionals, consumers and the Internet of Things. Our Philips products, Interact systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. In 2023, we had sales of EUR 6.7 billion, approximately 32,000 employees and a presence in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been in the Dow Jones Sustainability World Index since our IPO for seven consecutive years and have achieved the EcoVadis Platinum rating for four consecutive years, placing Signify in the top one percent of companies assessed.

News from Signify can be found in the Newsroom, on X, LinkedIn and Instagram.



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Syngenta Agro S.A.E

Product Portfolio:

Syngenta offers a wide range of hybrid vegetable seeds that are designed to increase yield, provide resistance to diseases, and improve the quality of the produce. The selection includes seeds for both open-field and protected cultivation.

Research and Development:

Syngenta invests in research and development to create seeds that are resilient to the challenging growing at different conditions, such as heat and water scarcity. The company's breeding programmes aim to develop varieties that can thrive in the local environment while meeting the market demands.

Sustainable Practices:

Syngenta promotes sustainable farming practices by providing seeds that require less water and are resistant to pests and diseases, reducing the need for chemical inputs. This approach aligns with Egypt's agricultural sustainability goals and helps farmers minimise their environmental impact.

Farmer Support:

Syngenta is committed to supporting Egyptian farmers through training and education programmes. The company provides technical assistance and advice on best practices for crop management, helping farmers to maximise their productivity and profitability.

Market Presence:

With a strong distribution network and partnerships with local distributors, Syngenta ensures that its vegetable seeds are accessible to farmers across Egypt. The company's presence in the market is bolstered by its reputation for quality and reliability.

Community Engagement:

Beyond its commercial operations, Syngenta engages with local communities and stakeholders to address broader agricultural challenges in Egypt. The company participates in initiatives aimed at improving food security and fostering sustainable agricultural development.



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VAN DER HOEVEN
Horticultural projects



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Van der Hoeven Horticultural Projects

In a world where sustainable, locally grown products are a priority, the demand for high-tech, efficiently designed greenhouses is growing. Since 1953, Van der Hoeven Horticultural Projects has been at the forefront of designing, building, and operating innovative horticultural projects worldwide.

From growing year-round tomatoes in challenging environments to incorporating renewable energy solutions for greenhouse operations, our commitment spans decades of providing tailored solutions that meet the unique needs of growers and investors.

Driven by our passion for technology, we continuously invest in R&D to strengthen our propositions. We integrate the latest advancements into our projects, ensuring our clients benefit from latest technological solutions. Our focus is on delivering efficiency with a reduced environmental footprint, addressing concerns related to carbon dioxide, pesticides, and water.

As a full-service provider, we guide our clients through every stage of their projects, offering comprehensive services from feasibility studies to cultivation advice. Our complete package of disciplines includes greenhouse construction, climate installations, electrical- and water installations, climate computers, and lighting for high-tech turnkey projects worldwide.

Continuous support is a priority for us. Our specialists educate and train our clients towards a self-sufficient operating model, creating long-term relationships that we take pride in. Van der Hoeven is dedicated to providing global sustainable technologies for producing fresh and healthy food.

Van der Hoeven has constructed the first semi-closed greenhouse for leafy greens at AlGhanim in Obour Egypt, featuring the latest technological automated hydroponic growing system that ensures consistent quality and quantity throughout the entire year.

Van der Hoeven Horticultural Projects

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Wageningen UR Greenhouse Horticulture

Wageningen University & Research (WUR) is the only specialised university and research organisation in agriculture and food in the Netherlands. With approximately 30 locations, 7,000 staff members and 13,000 students, we are a world leader in agro and food. We develop knowledge and we help our partners and clients to apply this knowledge. We combine research, education and value creation and implement projects world wide, including in Egypt. The Business Unit Greenhouse Horticulture translates questions in the fields of cultivation and management to applied research and innovation processes. In this, we collaborate with growers, supply industry and other private companies, science, governments and other stakeholders. WUR has been involved with a wide variety of projects in Egypt, often focused on (regional) water use and greenhouse horticulture.

Wageningen UR Greenhouse Horticulture

Droevendaalsesteeg 1
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Seminar

Seminar on the Future of Protected Horticulture in Egypt

Including inspirational speeches, panel discussions, and a matchmaking session.

Tuesday February 13th, 2024 | 1:30-6:00 PM
Salon Vert, Cairo Marriott Hotel



Faced by limited water resources and technological complexities, the Egyptian protected horticulture sector plays a pivotal role in addressing the challenges of sustainable food production, making it a crucial topic for exploration and collaboration. Egypt, with its unique climate and agricultural landscape, stands to benefit significantly from advancements in protected cultivation. The seminar on the “Future of Protected Cultivation in Egypt” aims to bring together Egyptian and Dutch participants to foster a dynamic exchange of ideas and experiences, and plant seeds for future collaboration between Egyptian and Dutch companies. The seminar will be moderated by Mr. Peter Prins, founder & director of Land Water Food Consult.

The event is structured to encourage active participation, with a focus on understanding the demand-side perspective from Egyptian participants. The diverse programme covers key aspects such as the potential of protected horticulture in ensuring future-proof food production, addressing water and energy constraints, and exploring the economic opportunities for young entrepreneurs. Panel discussions and brief presentations will showcase the experiences of Egyptian entrepreneurs, and the opportunities of applying appropriate technologies in the Egyptian setting. The collaboration between Egyptian entrepreneurs and Dutch partners will be a catalyst for innovative solutions and strategies.

Register

Register for the seminar by scanning the QR Code



Programme

TIME (P.M.)	PROGRAMME ELEMENT
1:30	Registration
2:00	Welcome and Opening Speeches
2:15	Is protected horticulture a solution for future proof production of food crops in Egypt? Part 1: Discussion with the audience Part 2: Presentation by Egyptian entrepreneurs and experts: What are the current challenges in protected horticulture? Part 3: Presentation of Delphy's Market Study
3:00	Water and Energy as limiting factors for food production Part 1: Interview with 2 Egyptian entrepreneurs: How can protected systems contribute to lower the water footprint of crop production? What are the water and energy challenges faced by Egyptian producers in protected systems? Are there any other limiting factors? Part 2: Panel Discussion with 3 Dutch partners about the possibilities for water efficiency in greenhouses. Part 3: Q&A with the audience
3:30	Coffee Break
4:00	Entering the world of protected horticulture Part 1: Panel Discussion on the growth of high-value crops in protected systems: What are the experiences of Egyptian entrepreneurs? What is the opinion of investors? Part 2: Explanation of Dutch experiences in training and technical support.
4:45	Conclusions and Closing
5:15	Matchmaking and Informal Session
6:00	End

