

The hotspot for Horticulture, 10 reasons why



The Netherlands offer a unique location for all horticulture activities. The largest greenhouse area in the world, Greenport Westland-Oostland, is located in the Rotterdam The Hague metropolitan region. The region is also known for its highly innovative Horticulture cluster, with an excellent knowledge infrastructure, knowledge sharing and efficient logistics.

We present 10 reasons to invest in this region.



Innovation

1 **80%**

HIGHLY INNOVATIVE

of all horticulture innovation worldwide originates from the Netherlands. This region holds the vast majority of Dutch innovative firms in Horticulture.



2 SUSTAINABLE URBAN DELTA



580 horti companies receive CO₂ from the industry in Rotterdam



15% of the Dutch Household energy is produced from the excess heat of greenhouses



3 **INNOVATIVE COMPANIES** often incorporate knowledge and expertise from other sectors, such as ICT, Water and Life Sciences & Health.

Talent & Knowledge

4 **Participate in knowledge networks**

Wageningen UR is the world leading university in agrifood. Their horticulture research department is located in this region and operates in close collaboration with local horticulture firms.



5 TRAINING PROGRAMS

Several training programs by Dutch growers are intended for international firms. Often in collaboration with research institutes, these growers are eager to share their expertise.



COMPLETE HORTICULTURE SUPPLY-CHAIN

is present in close geographical proximity. All links are strongly intertwined, leading to widespread collaboration and knowledge sharing.



Test facilities

6

TESTING AND DEMONSTRATION FACILITIES

7 thematic Innovation and Demonstration Centers in which business and research centers collaborate.



Taste



Water



Energy



Bulbs and plants



LED



Robotics



Digital cultivation

Location & Logistics

7

INTERNATIONAL TRADE HUB

24 %
of the world trade in horticultural products is in Dutch hands



85 %
of all income in the Dutch Horticulture sector is associated with export

8

CLOSE TO THE PORT OF ROTTERDAM

The biggest fruit and vegetables harbor in Europe.



3 million m²
conventional storage



600.000
airconditioned pallet places



250.000
cooled storage pallet places

200

importers and exporters of fruit and vegetables.

9

WORLD LEADING



Exporter of cut flowers, plants and trees in the world



In knowledge and innovation



In added value

10

GATEWAY TO EUROPE

The Netherlands, located in between the three largest economies in Europe, provides a strategic location to serve markets in Europe, the Middle East and Africa.



**CENTURIES OF EXPERIENCE.
AS A REAL-LIFE TESTING GROUND.**

