

# Netherlands Economic Mission to Morocco

9 - 12 October 2023



Netherlands

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## Foreword



It is an honour to lead this economic mission to Morocco, particularly at this time. The devastating earthquake near Marrakesh has affected the lives of many. Our hearts go out to the people of Morocco. The Netherlands stands shoulder to shoulder with Morocco in the spirit of friendship. Which is why, after careful consideration, we have decided to go ahead with the mission in close collaboration with our Moroccan partners: now, more than ever, we need to join forces to build the future.

I am impressed by Morocco's determination to focus on the future. It is a reflection of the resilience of the Moroccan people. Resilience is also a key theme of this economic mission to Casablanca and Agadir, which focuses on the water and agri-food sectors. With knowledge, flexibility and an entrepreneurial spirit it is possible to address challenging circumstances, such as the impact of climate change on these sectors. In doing so, we can create sustainable business opportunities and future-proof business ties between our countries.

I am proud to be joined by a Dutch business delegation of more than 35 companies and organisations with strong expertise in the areas of water and agri-food. Our time here will give us a good opportunity to exchange views and build connections with local stakeholders and key players in these important fields, for the benefit of both our countries.

As partners, the Netherlands and Morocco are strongly committed to deepening our economic cooperation, building on strong historical ties. But in the end, it is the human connections that matter most. Therefore, I wish you all an inspiring and successful mission with many meaningful connections.

**Liesje Schreinemacher**

*Minister for Foreign Trade and Development Cooperation*

## Foreword



It is my great pleasure to be head of the business delegation on our economic mission to Morocco. Both nations share long and strong economic and social ties.

Already in the 16th century The Netherlands sought partnership with Morocco, to join forces against the Spanish reign at that time and to establish a trade relationship. During this trade mission we will build on that long existing trade relationship and make it stronger, more resilient and future-proof.

Our visit to Morocco provides a full range of economic opportunities for Dutch businesses specifically in the field of water, agrifood and horticulture. Important areas in which many of you – Dutch entrepreneurs – are worldwide renowned for your expertise. So, during all the seminars, meetings, company visits, and networking events, I am sure that companies from both Morocco and the Netherlands will find new windows of opportunity to strengthen the valuable bilateral trade relationship further.

Looking at all the participants I must admit it makes me proud to represent our Dutch business community. I look forward to meeting all of you and if you have any questions, requests, or otherwise, please do not hesitate to contact me during our stay in Morocco. I wish you all an inspiring and successful mission.

**Ingrid Thijssen**

*President of the Confederation of Netherlands Industry and Employers VNO-NCW*



## Map of the Netherlands

### Locations

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



## Worldwide ranking

# 1st

At WEF's ranking of most competitive economies in Europe. 4th in the world. (WEF, 2019)

Production and auctioning of cut flowers and flower bulbs

World's largest flower exporter

# 2nd

Largest exporter of agricultural products in the world (WTO, 2019)

# 5th

Greatest place to live (World Happiness Report, 2022)

# 6th

Best at Global Innovation Index (GII, 2021)

# 7th

Largest exporter of goods in the world (CIA World Factbook, 2020)

Largest foreign investor in the world (1,256 billion US dollars)

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

Capital:  
Amsterdam

Seat of government:  
The Hague

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

Location:  
Western Europe,  
bordering Germany,  
Belgium and the  
North Sea

Administrative structure:  
The kingdom consists of four entities.  
The Netherlands and three territories in the  
Caribbean: Aruba and Curaçao and St. Maarten

Special municipalities:  
The overseas islands of Bonaire, Saba and  
St. Eustatius, all three of which are situated in the  
Caribbean

Surface area:  
**41,545 km<sup>2</sup>**

Number of inhabitants (2022):  
**17,564,623**

Monetary Unit:  
**Euro**

Languages:  
Dutch, Frisian and on the  
overseas islands also  
English and Papiaments

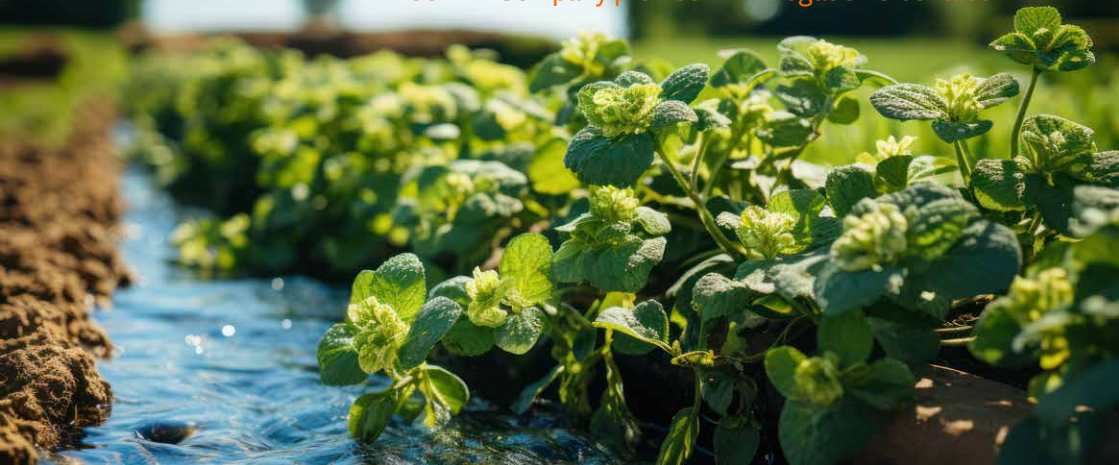
GDP per capita  
(World Bank, 2021):  
**58,061** US dollars

Number of provinces:  
**12**

Number of inhabitants  
per km<sup>2</sup> (2022):  
**423**

Unemployment rate  
(CBS, 2022):  
**3.3%**

English speaking Dutch  
people:  
**90%**



## Morocco and the Netherlands

### Innovation for a greener future

From 9 to 12 October, a Dutch delegation of experts from water, horticulture and agriculture industries will join Minister for Foreign Trade and Development Cooperation, Liesje Schreinemacher in cities across the country. This includes Casablanca, Rabat and Agadir. Morocco and the Netherlands have forged a robust trade relationship based on their longstanding historical ties. In 2020, the Netherlands ranked as one of Morocco's significant European Union trading partners. Bilateral trade has strongly increased over the last years and amounts to € 2,2 billion in goods and over € 500 million in services in 2022.

The trade relationship between Morocco and the Netherlands is marked by common interests. For example, the agricultural sector is an important driver of the economy in both Morocco as well as the Netherlands and represents 25% of total trade in goods in 2022. Beyond water and food, Morocco is also an important partner in the development of renewable energy. Morocco and the Netherlands share a commitment to sustainable economic growth, joining forces and exchanging knowledge on environmentally responsible practices.

Therefore, Morocco and the Netherlands have identified common challenges and opportunities in the realm of sustainable water management and climate smart agriculture. Morocco has been facing the consequences of climate change in recent years. Water supply is a priority for the Moroccan government. It has allocated €11 billion for a National Drinking Water Supply and Irrigation Program 2020-2027.

Both nations are also facing staff shortages and the imperative to develop sustainable agricultural systems. As a response, they have actively sought sustainable solutions involving water management and new technologies in agriculture, as well as diversifying irrigation and farming methods.

This collaboration demonstrates Morocco and the Netherlands' shared commitment to technological innovation as a means to address global challenges and improve agricultural productivity and water efficiency, while nurturing opportunities for further trade and economic development.

Let's join forces for a more sustainable future!



# Company profiles

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## AgroCare Growers & Quality Tomato Morocco

With an area of 280 hectares, Agro Care Growers has become one of the largest tomato producers in Europe. We grow tomatoes in various varieties to meet the requirements of the large retail organizations. Twelve months a year we deliver a uniform quality, by leaving nothing to chance during growth. In the periods of low light in the Netherlands, production is maintained thanks to supplemental lighting. We create additional capacity with our African production locations in Morocco and Tunisia. Producing with an eye for people and nature is paramount at Agro Care.

Quality Tomato Morocco is a full subsidiary of AgroCare Growers. The company is located in the Agadir region, which is known to be a horticultural hotspot. The company has year round production of snack-tomatoes for export to European retailers.

At the moment we are constructing new greenhouses in which we combine the best of both world; We build a Canarian structure with local construction company's and use high tech growing system such as gutters and rails to reduce water use and improve working conditions. The new 11 hectare facility will be operational in Q1 2024.



**AgroCare Growers &  
Quality Tomato Morocco**

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## Agrona



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Agrona is a Dutch manufacturer specialized in water treatment systems for water purification plants, industries and horticulture, focusing on the breakdown of BOD (Biochemical Oxygen Demand) and COD (Chemical Oxygen Demand) algae and organic matter by improving the oxygen level in the water. In agriculture and horticulture, we offer specialized expertise and safe solutions that enhance the health, resistance, and productivity of crops. Our products have already proven successful in improving water quality and plant resilience.



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We are reliable, offer no-nonsense, realistic solutions and are happy to communicate in an open and personal way. We distinguish ourselves with our special Nanobubble water treatment systems for agriculture and horticulture. Research has shown that crop vitality will be improved by improving the water quality.

Combining traditional mineral fertilizers with our bio-stimulants is the future. We work together with local partners and work close to our customers. Agrona is based in Berkele en Rodenrijs, the Netherlands and works internationally. We are active worldwide with our headquarters in the Netherlands and subsidiaries in France, Spain, Canada, USA and Mexico.

### **Agrona Tec.**

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## Basic Water Needs



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General manager

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Basic Water Needs (established 2008) proudly offers essential water solutions through our Tulip brand, enhancing domestic water usage. Our product range encompasses small submersible solar pumps, empowering users by efficiently supplying water for vital applications like irrigation. Additionally, we provide basic gravity-fed water filters, ensuring the delivery of safe water for consumption.

Our solar pumps are designed to uplift water up to 40 meters, enabling income generation and promoting productivity.

By utilizing our products, individuals tend to access water sources closer to their homes, reducing travel time significantly, redirected towards productive endeavors. Moreover, our offerings encourage a healthier lifestyle by promoting higher water consumption. A healthier lifestyle translates to a decrease in illness cases, resulting in reduced medical costs.



### Hassan Chatrioui

Consultant

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Our water filters have made a difference in the lives of over 3,000,000 people worldwide, ensuring a sustainable impact on communities.

Notably, both our solar pumps and water filters contribute to the reduction of CO2 emissions, aligning with environmental sustainability goals. These eco-friendly solutions are actively integrated into programs that incentivize carbon credits, supporting global efforts to combat climate change.



### Basic Water Needs

Leidsekaade 12

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Our products are exclusively distributed through dedicated importers and agents. These partners benefit from extensive support and guidance from our company.



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## Boskalis International

Boskalis is a leading global services provider operating in the dredging, maritime infrastructure and maritime services sectors. The company provides creative and innovative all-round solutions to infrastructural challenges in the maritime, coastal and delta regions of the world.

With core activities such as coastal defense, riverbank protection and land reclamation Boskalis is able to provide adaptive and mitigating solutions to combat the effects of climate change, such as extreme weather conditions and rising sea levels, as well as delivering solutions for the increasing need for space in coastal and delta regions across the world.

The company facilitates the development of offshore energy infrastructure, including renewable wind energy. Boskalis is furthermore active in the construction and maintenance of ports, waterways, access channels and civil infrastructure, thus helping to facilitate trade flows and regional socio-economic development.

In addition, Boskalis is a global marine salvage expert and has a strategic partnership in terminal services (Smit Lamnalco). With a versatile fleet of more than 600 vessels and floating equipment and approximately 10,000 employees, including associates, Boskalis is creating new horizons around the world.

### Boskalis International

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**Touria Benabbas**

Founder

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## Bubbledutch De MoesApp

The MoesApp is the platform on which suppliers and ingredients of vegetables, fruit, herbs, flowers, honey, non-food and homemade products find each other.

Do you have local products left for enthusiasts in the area?

Then easily place it on [moesapp.nl](https://www.moesapp.nl)

(online) vegetable garden advice and coaching

**Bubbledutch  
De MoesApp**

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## Campbell Scientific / METWORX Netherlands



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Campbell Scientific is a leading manufacturer of a broad range of data acquisition & processing solutions, measurement & control systems and software solutions. These are used globally in many applications related to weather, water, energy, gas flux and turbulence, infrastructure, and soil.

We have offices worldwide including the Netherlands. Our major customer in the Netherlands is the Dutch Meteorological Institute, KNMI: we are designing, developing and delivering the future Dutch meteorological measurement network.

Campbell Scientific builds standard ALERT, ALERT2, and customized flood warning systems. Our systems can be added to an existing network of stations. We can also customize a flood warning system for your specific needs. Note: ALERT2 is a trademark of the National Hydrologic Warning Council.

Campbell Scientific builds systems for long-term monitoring of water quality in many natural and industrial environments, including streams, watersheds, wells, caves, water/wastewater treatment plants, aquaculture operations, landfills, and processing plants. Our systems include a large variety of sensors and communication peripherals, customized for each application.

**Campbell Scientific /  
METWORX Netherlands**  
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For more information, please contact Alessandra Liberto or our trusted partner in Morocco, Mr. Younes Mouhriz at the COFAS Company in Casablanca:  
[younes.mouhriz@cofas.ma](mailto:younes.mouhriz@cofas.ma) / +212 (0) 6 61 93 20 35

# certhon

## Certhon

Growing anything, anywhere. For everyone.



### Don Kester

Global Business Developer  
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Imagine a world that is not bound by rules. Where anything can be grown anywhere. Regardless of the season or climate. A world where everyone has access to healthy, safe and sustainable food. At Certhon, we change food systems from the inside out.

Growing anything, anywhere. For everyone. That's the plan. Tomatoes in the desert, lettuce in North America and strawberries in Hong Kong. All within the realms of possibility. And we prove it time and again. New possibilities, better results and greater yields and revenues. Because when you combine smart technology and plant science with the will to tackle the most complex challenges, you reap excellent results. Backed up by our guarantee.

At Certhon, we advise on and develop turnkey, tailor-made concepts for the most high-tech horticultural projects, anywhere in the world. We started in 1896 as a family business and are now a partner of DENSO, a market leader and pioneer in robotics and automotive technologies, systems and products.

Thanks to our foresight and determined mindset, we have become the knowledge partner of choice for the most advanced, large-scale greenhouse projects in the world, indoor farms, yield as a service and robotics.

### Certhon / Denso AgriTech

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✘ **City of  
✘ Amsterdam  
✘**



**Sofyan Mbarki**  
Deputy Mayor  
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## City of Amsterdam

The City of Amsterdam supports innovative and creative entrepreneurs who focus on solving urban challenges, for example in sustainable agriculture and circularity.

Deputy Mayor Sofyan Mbarki is representing the Amsterdam Metropolitan Area on this trade mission. His program includes meetings with local government officials, NGOs and other stakeholders in order to strengthen bilateral cooperation, knowledge exchange and explore opportunities for further collaboration.



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## City of Amsterdam

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**Denys Engineers & Contractors**

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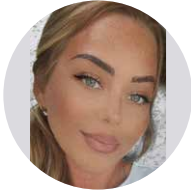
## Denys Engineers & Contractors

Denys is an independent construction group employing 1,800 people worldwide. Our growth model is based on three pillars: diversification, innovation and internationalization.

Driven by sustainability and the urge to move forward, we innovate in a range of separate but connected fields: water, energy, mobility, infrastructure, restoration, civil engineering, special techniques and other specialized building techniques. In each of these complementary areas of expertise, we have made ourselves a niche player and have shown to be a global reference with high added value. The well-considered decision to diversify was without a doubt the primary motor for its growth.

The world is our building site, especially within the water sector (complex projects in potable water supply) and the oil & gas (high pressure pipelines) sector. We want to use our pioneering knowledge and get involved as widely as possible. For example, by supporting promising growth economies with crucial infrastructure projects, or by helping people in the poorest parts of the world to gain access to basic services. The sound quality-driven approach that we have carefully built up on our home market, remains our trademark abroad. And this approach has paid off: today we have a firm foothold in Europe, North Africa and Sub-Saharan Africa.

But the biggest success factor behind our growth is the enthusiasm and creativity of our collaborators. At Denys we love a challenge; it's in our blood. If you can dream it, we can do it. Make sure to take a look at our website [www.denys.com](http://www.denys.com).



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## Edir Trading Company

Edir Trading Company is a specialist in nut breeding. Edir Trading Company imports nuts and seeds from all over the world. The nuts and seeds are prepared for further production in the factory in Klundert. The nuts and seeds are mainly supplied to large industrial bakeries.

Edir Trading Company distinguishes itself from similar companies because it is able to deliver customized solutions. We actually deliver what the customer wants.

Edir Trading Company also acts as a processing company. This means that nuts from another company are also processed and processed in the factory in Klundert. Edir Trading Company has its own cleaning lines AND a high-end laser color sorter to remove all foreign parts such as: stones, sticks, metal, fibers but also glass with a diameter of 0.5 mm. and to sort on qualities.

### Edir Trading Company

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## GreenTech Global



**Mariska Dreschler**

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GreenTech is the global meeting place for all professionals involved in horticulture technology. Climate proof solutions for sustainable production of vegetables, fruits and flowers are in the spotlights. With focus on the early stages of the horticulture chain we connect growers, investors, policy makers, technology suppliers and crossover industries. Innovations and knowledge sharing for every crop and climate, based on four main themes: water, energy, people and crops.

- GreenTech Americas will take place from 12-14 March 2024 in Mexico
- GreenTech Amsterdam (worldwide) will take place from 11-13 June 2024 in the Netherlands

GreenTech 'Your connection to sustainable food and flower production'



**GreenTech Global /  
Amsterdam RAI**

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## Hoogendoorn Growth Management

Backed by history, driven by innovation



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Hoogendoorn Growth Management is one of the world's leading innovators in horticultural automation with more than 50 years of experience. While our history is deeply rooted in the Netherlands, Hoogendoorn operates internationally in more than 100 countries.

Hoogendoorn has developed many of the systems that are now considered industry standards, including IIVO and iSii. Our goal is to excel not only in technology, but also in customer support and training. We work with growers in every climate zone with the most diverse crops to create an efficient and sustainable future for horticulture. Our relationship with our customers is at the forefront of our operations every single time.



### Hoogendoorn Growth Management

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## Horti XS

At Horti XS, our people have unrivaled experience and understanding of the needs of the global greenhouse technology industry. Our product development is driven by evolving market demand. Horti XS provides engineering and project management solutions to the greenhouse industry, over the full product life-cycle. The Company's main activities are the design, supply, installation, operation of turnkey greenhouse complexes.

Our Team employs approximately 20 engineers fulltime. The Group is committed to conducting business in a sustainable way over the long-term by developing close relationships with local people, communities and businesses in host countries, and by safeguarding the natural environment.

The main disciplines of engineering are constructional engineering, engineering of heating systems, engineering of cooling systems, engineering of electrical systems and software engineering. Manufacturing takes place in China, Netherlands and Turkey.

It is our goal and driving ambition to be the trusted partner of choice, delivering reliable, complete Turnkey greenhouse solutions that create value for Horti XS's clients, by sustainably and passionately leveraging the Company's technology and operating experience.



### Horti XS

ABC Westland 501

2685 DG Poeldijk

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## IHE Delft Institute for Water Education



**Hans van der Kwast**

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IHE Delft Institute for Water Education is the largest international graduate water education facility in the world. Based in Delft, the Netherlands, IHE Delft confers fully accredited MSc degrees and PhD degrees in collaboration with Dutch partner universities. The Institute conducts research and supports capacity development to address the world's water challenges. Since the start in 1957, the Institute has provided water education and training to more than 23,000 professionals from over 190 countries, the vast majority from Africa, Asia and Latin America.

Institute staff work with partners in cutting-edge research and capacity-development projects with a worldwide impact. IHE Delft aims to make a tangible contribution to achieving all Sustainable Development Goals in which water is key. IHE Delft operates as a foundation under Dutch law. As a Category 2 centre under the auspices of UNESCO, IHE Delft is a member of the UN-Water network. As such, the Institute is involved in high-level discussions on global water problems. At the same time, we work with partners to apply solutions locally.



**IHE Delft Institute for  
Water Education**

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## Invest International

### Invest International

Investing in Dutch Solutions for Global Challenges



**Joost Oorthuizen**

CEO

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Invest International is a Dutch state-owned financial institution. We offer tailor-made financing and project development expertise to partner governments and Dutch-linked companies in activities that make an impact on the UN's Sustainable Development Goals (SDGs). By bringing public and private partners together, we can make SDG-related investments better financeable and more viable for governments and businesses worldwide.

We do this by operating as an impact investor. We guide public and private clients in the catalyzation and execution of impactful projects. This allows us to forge bankable projects to facilitate the transition needed to achieve the SDGs. We focus on SDG8 and SDG13: we help create resilient economies through effective climate action.



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#### What we do

- Tailor-made financing arrangements (grants, loan's and equity)
- Project development
- We act as a convening party between public and private finance

On June 21st this year Invest International signed a 300 million EUR MoU with the Government of Morocco that can be used for the financing of public infrastructure projects.



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Sector Head Agrifood

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#### Invest International

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## KG Greenhouses



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KG Greenhouses is a worldwide specialist in the area of turnkey projects in greenhouse horticulture. From automation to screening, from watering techniques to growing bench systems, the work field has constantly expanded over nearly 50 years.

The foundation of KG is technology. The service has continued to grow as a result of an innovative approach. We can help customers with greenhouses of all shapes and sizes. When designing, we consider local weather conditions, crop and plant load requirements, and local building codes.

KG Medical is part of the renowned Dutch companies KG Greenhouses and KG Systems. We support growers and investors with a comprehensive package of services: compiling the business plan, financing, construction of cultivation facilities, design of the greenhouse or cultivation facility, security. All this results in turn-key projects that can start right away.

### With specialised partners

If specific knowledge and expertise is needed, we do not have at our disposal, we collaborate with our partners in the leading Dutch horticultural network. In this way you are ensured of state of the art, high end technology in the field of internal transport, climate and water management. That is the best guarantee for top quality products, from oil to flowers.



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[www.kggreenhouses.com](http://www.kggreenhouses.com)  
[www.kgmaroc.nl/fr/](http://www.kgmaroc.nl/fr/)



## Koppert

Koppert Biological Systems produces sustainable cultivation solutions for food crops and ornamental plants.



**Yassin Lahiani**  
Area Manager North Africa  
and Middle East  
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Together with growers and in partnership with nature, we work to make agriculture and horticulture healthier, safer, more productive and resilient. We achieve this by using natural enemies to combat pest infestations, bumblebees for natural pollination, and biostimulants that support and strengthen the crops both above and underground.

Restoring and protecting vital ecosystems in a natural way is the basis for healthy crops and a balanced environment. Add our quality know-how and consultancy services to this and you will understand why an increasing number of growers regards us as a partner with whom they can realize their ambitions.



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Koppert Biological Systems offers a complete programme of products and services for Integrated Pest Management. It includes bumblebees and hive systems, dozens of beneficials, a number of microbial products, and products such as sticky traps and pheromone traps.

Koppert Biological Systems contributes to better health of people and the planet. In partnership with nature, we make agriculture healthier, safer and more productive.

We provide an integrated system of specialist knowledge and natural, safe solutions that improves crop health, resilience and production.

### Koppert

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Rodenrijs  
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## KUBO Greenhouse Projects

KUBO is the inventor of the Ultra-Clima© Greenhouse, which is a revolutionary, innovative, and sustainable semi closed greenhouse concept in every respect.



**Serge de Reuver**  
Area Sales Director EMEA  
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The Ultra-Clima is the ideal solution to the needs of today and tomorrow. It combines everything that is required of a modern greenhouse: increased production, maximum food safety, easier to operate, minimal energy and water consumption, minimal CO2 emissions, maximum control on the biology (therefore no pesticides needed because of a minimum of pests) and a better yield than traditional greenhouses.



**Said El Ouakili**  
Regional Sales Director  
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Another huge benefit of our Ultra Clima greenhouse is that it is able to control every climate. It is perfectly suitable for the Moroccan climate!



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**Coen Hubers**

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## Leiden-Delft-Erasmus

The collaboration between Leiden University, TU Delft, and Erasmus University Rotterdam is in the form of a strategic alliance. This means that the three universities collaborate on the basis of a shared vision and shared objectives in specific areas.

The most important aspect of the strategy is the joint contribution to solving significant social issues. Thanks to the high quality of academic expertise, enormous range of the largely complementary portfolios and the close proximity in terms of location, the three universities are able to successfully cooperate, in an interdisciplinary and multidisciplinary manner, on regional, national and global challenges. Their partnership is based on four societal themes: Sustainable Society, Inclusive Society, Healthy Society and Digital Society. These themes guide current and future education and research in the LDE context.

The LDE alliance works closely with societal partners in Zuid-Holland (such as municipalities and provinces) to contribute more effectively to the development of the region. The network is also intended to strengthen the effectiveness and position of the three cooperating universities at both national and international level.



### Leiden-Delft-Erasmus

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## LetsGrow.com

LetsGrow.com provides insights into greenhouse operations. By making intelligent use of your own data, we offer analysis and advice that increases productivity. This includes production quality improvement and accurate yield forecasting.

Looking to get your data working for you and support in decision making? Or are you looking for further guidance and advice, such as support in rolling out a (new) cultivation method based on solid knowledge of plant physiology? We offer a customizable plan for every strategy we work on.

LetsGrow.com provides growing solutions for growers, managers, crop consultants, investors and suppliers around the globe, helping them improve their profitability. LetsGrow.com does this by providing real-time insights into cultivation data and greenhouse operations. These insights are achieved by using LetsGrow.com's platform, MyLetsGrow. Available greenhouse data is analysed and combined with physiological plant models, knowledge and field experience. This means the user benefits from custom support when making decisions. Our work is customer- and crop-specific and we communicate this in a way that is comprehensible in horticultural practice.

MyLetsGrow is made up of several solutions giving stakeholders exactly the information they need. As a result, your climate strategy, cultivation process and/or chosen business model will become more predictable and manageable, allowing you to make the right operational decisions and enabling your business to develop in a controlled manner.



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## MD Energieez



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MD Energieez is rapidly emerging as a trusted name in the solar and green energy industry. Our team of experts brings together a wealth of knowledge and experience, ensuring that our customers receive top-notch guidance and support throughout their solar and clean energy journey.

At MD Energieez, we understand the pressing need for clean energy alternatives in today's world. As the effects of climate change become increasingly evident, we believe that harnessing the power of the sun is not only a practical solution but also an ethical responsibility.

Solar energy is abundant, and renewable, and significantly reduces greenhouse gas emissions, making it a sustainable choice for a greener future.

We provide full solutions in solar equipment and wholesale; import and export of solar products. Such as inventors, batteries, under construction for fields, any kind of roofs, solar panels of only the top brands, Car EV chargers and many more. We are also providing full PV installations for utility till small business buildings.

At the moment we are expanding our product range with products such as wind energy devices, heat pumps and hydrogen energy solutions.



### MD Energieez

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**growtec** **ROBUR**



**Jurnjan (JJ) van den Bremer**

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## MJ-Tech

Over 30 Years High Pressure Fog as our core business! Over decades we are a leap ahead with high pressure fog systems for any kind of greenhouse, livestock barns and other applications. All given our focus and expertise: we design high pressure fogging installations from concept, engineering, producing own parts (e.g. all press couplings for the PressFog units) to assembly, factory pre-delivery inspection and testing, installation and commissioning. All tailored to your needs!

Your Partner! Based on your initial thoughts how to use micron droplets, we jointly find a suitable solution. From a single function as humidity control to using the same high-pressure pump-unit for disinfection or even early fire suppression. One thing is common: more and more growers realize it to be a key building block to control crop growth. For optimum humidity or adiabatic cooling, less CO2 spoilage and lower water and energy consumption. All via truly 100 bar MJ-Tech high-pressure fogging, alternatives as pad-fan, roof sprinklers, low-medium pressure consume more.

Proven, durable, all stainless steel, in-house made A-quality. A safe choice! And so are sister companies Growtec (cultivation gutters and irrigation items) and Robur (spray booms).



### MJ-Tech

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**Netherlands-African  
Business Council  
(NABC)**

Saturnusstraat 95  
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[www.nabc.nl](http://www.nabc.nl)

## 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.

The NABC strongly believes that the private sector has a crucial role to play towards a future-proof Africa that is economically thriving and globally competitive in trade and investment. 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 Africa.

The NABC today leads a network of 250 engaged members across diverse sectors and has access to a community of over 10,000 African and European businesses, institutes, government entities and others interested in doing business in 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.



### **Boubker Bouchtaoui**

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## **NPI**

### **Water storage solutions**

A grower needs a reliable supply of good quality water for the irrigation of their crops. A solution to store water and to keep it clean is indispensable. At NPI we specialize in water storage solutions, producing and exporting metal tanks and excavated basins all over the world. Focusing on efficiency, saving on costs and security.

### **Metal water tanks**

NPI has grown to become an international market leader in water storage systems. We produce tanks to measure by adapting dimensions, composition and finishing of the tank. Our modular water tanks ensure: water whenever and wherever you need it!

### **65 years of experience**

In 65 years, NPI grew to become an international and specialized film processing company. Our durable and innovative film solutions play an important role in solving agricultural, water and environmental problems. They contribute in covering, sealing and temporarily or permanently storing water, waste materials and manure.

### **Horti supplies**

NPI is also an important supplier to the professional horticulture sector at home and abroad. Every day, we supply high-quality ground covers, tying materials, tools, nettings and many more products through our dealer network to growers, gardeners and greenhouses all over the world.

### **NPI**

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**SUSTAINABLE**  
URBAN DELTA



**Giovanni Angiolini**

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**Priva H.Q. / Sustainable  
Urban Delta (SUD)**

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**Priva / SUD office Middle  
East & Africa (MEA):**

Jebel Ali Freezone  
Dubai  
United Arab Emirates

**Priva**

Priva (and its sister organisation, foundation, Sustainable Urban Delta) helps countries, cities and communities transform into self-sufficient societies in the production of fresh, healthy, and nutritious food by developing leading-edge technologies, services and knowledge for climate control, process automation and water management in horticulture and indoor farming. We want to contribute to sustainable living for a growing and urbanizing world population.

We look beyond the business case. Besides our ambition to be leading as a technology and service provider for sustainable solutions in horticulture (and building automation), we also care about the way we do it. As a family business from the Netherlands, we engage in meaningful long-term business relations based on respect, honesty, and transparency.

The values that define both Priva and Sustainable Urban Delta are:

- Innovation
- Sustainability
- Humanity
- Make it happen!



## PUM Netherlands Senior Experts



**Ted Krebbeks**

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We share knowledge to strengthen businesses and improve lives. Our volunteers work with SMEs in emerging markets to create positive impact on the economy, environment and society and contribute to the UN's Sustainable Development Goals.

PUM is active in 36 developing countries in the world, we work in 36 different sectors have a volunteer expert base of 1500 experts.



### PUM Netherlands Senior Experts

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Director

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## Rainmaker Holland

Rainmaker produces water on location where needed, using renewable energy. Our water production systems use thermal energy (heating and cooling) and can run completely stand alone. We can produce the water from Air, using our Air to Water machines, or from a local available water source, such as sea water, brackish water or waste water using our Water to Water technology. The water production is done 100% renewable on location, so eliminating transport and without using chemicals.

Rainmaker systems are modular, easily scalable and are easy to install. The systems are robust and require low tech and minimal service and maintenance, which can easily be done by locally trained staff. The systems can operate off grid, without a connection to the local electricity grid being necessary.



### Rainmaker Holland

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**Hassan Reggani**

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## Reggani

Reggani is a leading family business that has been producing olive oil from olives grown on the family plantation in Angad, Morocco since 1925.

Sustainability is of paramount importance to Reggani. For example, solar energy is used to extract groundwater that is used to water the trees, and the trees are fed exclusively with natural resources.

The olives are harvested manually by staff from the Angad area. Thanks to years of experience, only the best olives are harvested. After harvesting, the olives are processed in a traditional manner. In this way, Reggani guarantees olive oil of the highest quality.

Reggani invests in its staff by providing food, clothing and other basic necessities in addition to labor wages. In this way, she supports her staff financially in the education of their children.

### Reggani

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## Ridder

Climate change, drought, population growth - our changing world presents a huge challenge for the agriculture and horticulture sectors.



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As an international family business, Ridder has worked every day, for the past 70 years, on developing technology and solutions that enable horticultural businesses and their suppliers to make their companies and projects as successful, profitable, and sustainable as possible.



**Guenael Sebillot**  
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Together with our global network of partners, we provide complete system solutions to create the ideal growing environment - from mechanical systems to digital services. In designing these products, we draw on all the knowledge and experience we have acquired. But above all else, we are a future-facing company with a vision for the autonomous greenhouse of the future. That means moving towards a fully automated and intelligent growing environment.

### Products and services offered:

- Ventilation and screening systems
- Climate, energy, and irrigation control systems
- Sun shading, energy, and climate screens
- Water systems for fertigation and disinfection
- Labor and productivity management systems
- Harvesting robotics and logistics



**Ridder**  
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## Royal Eijkelpamp



### Rasoul Dashtbani Mikkelsen

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For over a century, Royal Eijkelpamp has distinguished itself with personalized care and an unparalleled spectrum of solutions. Since its inception in 1911, Royal Eijkelpamp has been dedicated to conceiving, advancing, manufacturing, and supplying intelligent solutions for global soil and water projects.

Royal Eijkelpamp is fully committed to addressing and responding to climate impacts, job creation, and ensuring food and water security, which are increasingly crucial in our rapidly changing world.



### Lahsen Ait EL Moueddane

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Royal Eijkelpamp is one of the world's leading companies in smart water supply and smart agriculture. Our solutions include remote groundwater monitoring, remote water resource management, precision agriculture, data collection and calibration, soil sampling, and remote monitoring solutions (soil augers & samplers, sludge and sediment samplers, water samplers, soil sensors, evaporation monitoring, soil moisture technology). We also offer water sampling and monitoring solutions (water quality test kits, water quality meters, sensors & probes, water sensors, evaporation, read-out units, and accessories).

Royal Eijkelpamp is an SME based in Netherlands with 200 staff and has its own representatives in UK and US. Furthermore, Royal Eijkelpamp is represented by specially selected partners on 5 continents and in more than 90 countries, including Morocco.



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SAFE HAVEN SOLUTIONS



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## Safe Haven Solutions

Safe Haven Solutions (“SHS”) is a Dutch-based company dedicated to addressing global food security challenges. As the world strives to eliminate hunger and malnutrition by 2030, the slow progress in ensuring year-round access to safe, high-quality food is a growing concern. Irrational supply chains contribute to this issue by generating unnecessary carbon emissions.

SHS specializes in sustainable, profitable, and climate-smart agricultural solutions. They evaluate the potential impact of localizing food production for nations worldwide. This involves identifying products suitable for local production, reducing imports, and promoting nutrient-rich premium produce at affordable prices, thereby enhancing health and lifestyle outcomes while eliminating inefficient supply chains.

SHS offers an integrated solution that encompasses design, manufacturing, and operations under a build, own, and operate model. They can also assist local entities in securing land and facilitating agreements with local companies.

SHS leverages climate-smart food production technologies, regenerative agriculture, aquaculture, and agroforestry to produce year-round, sustainable, and carbon-neutral vegetables, fruits, and seafood. Their comprehensive approach covers design, engineering, manufacturing, operations, education, training, and research. SHS aims to be a leading high-tech solution provider in the pursuit of global food security.



**Safe Haven Solutions**

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**SIGNATURE**  
AGRI INVESTMENTS



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## **Signature Agri Investments**

**Frontrunner in mobilising Institutional Capital to build the Future of Agriculture**

Signature Agri Investment is a fund management company specialised in investing in agricultural assets on behalf of institutional investor clients. We are an affiliate company in the Old Mutual group – South Africa's largest financial services company. Signature's current portfolio comprises of 7 large scale commercial farming entities across three fund mandates while the company is growing continuously.

Our company is headquartered in the Netherlands and we have offices in South Africa and Italy. Signature's expertise is in deploying institutional and private investors' capital to the acquisition and expansion of existing farms as well as in establishing of new farms.



### **Signature Agri Investment**

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# SMK

## SMK



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SMK (Stichting Milieukeur) is a small organization that realizes a large impact. For more than 25 years, the organization helps and stimulates companies in various sectors to reduce the environmental impact of their operations.

SMK develops and manages 9 different quality standards, does certifications for EU Ecolabel, tests for the Register of Green Declarations, and facilitates for TPAC (assessment of wood certification systems). On the way to PlanetProof is the sustainability standard that has been developed for both dairy and plant products. Through the strict sustainability requirements in the programs and labels, they are taking steps together with a large group of entrepreneurs towards a smaller and smaller environmental footprint. SMK does this in cooperation with an extensive network of governments, producers, branch organizations, non-governmental organizations, retailers, consultancies, researchers, Boards of Experts and other stakeholders.

With all stakeholders, SMK works towards a more sustainable world. It aims to enhance respect for the planetary boundaries in activities of companies and societies. This concerns climate and biodiversity, water and soil, animal welfare and all other aspects that matter to life on this planet.



## SMK

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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 designing, build & operating innovative horticultural projects worldwide. We do this with our passion for technology and continuously invest in R&D to strengthen our propositions for growers and investors to maximize their return on investment. Our focus, tailored solutions with a reduced footprint of produce concerning carbon dioxide, pesticides and water.

As a full-service provider we offer our clients a complete package of disciplines, from feasibility studies to cultivation advice. We combine strengths and deliver in house a total package in greenhouse construction, climate installations, electrical- and water installations, climate computers and lighting for high-tech turnkey projects worldwide, with our local partners.

Continuous support is a priority for us, our specialists educate and train our clients towards a self-sufficient operating model. This is why we create long-term relationships, and we're proud of that.

Van der Hoeven provides innovative horticultural solutions anywhere in the world.



**Van der Hoeven**  
**Horticultural Projects**

Vrij-Harnasch 124

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## VGE

UV-C; the difference is clear. We combine our passion for UV-C and sustainability.



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Clean and safe water is vital. Sustainable developments in the field of water disinfection is therefore an important theme worldwide. VGE B.V. is aware of this as a manufacturer of UV-C equipment. As a company, we are focused on new sustainable developments in the field of water disinfection for the private, recreational and industrial sector. We do this by combining our passion for technology and knowledge of water, which results in products and innovations in our field of UV-C disinfection.



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As a producer of UV-C equipment, VGE supplies high-quality products for a fair price from a modern location in Schijndel in the Netherlands. We export products to more than 70 countries worldwide. VGE's customer base consists of wholesalers, chain stores, installers and private label customers. Innovation is our top priority. That is why we have our own Product Development department. Existing products are also continuously critically examined and improved where necessary. Our product developers ensure that the products meet the wishes and needs of the current market and the safety standards. Sustainability, energy saving and environmental friendliness are central to the development and production process.



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## VitalFluid

VitalFluid is world market leader in Plasma Activated Water (PAW) solutions. The company creates “lightning in a box” with only ambient air and water as input. By copying this force of nature VitalFluid offers sustainable solutions for many applications.

### Natural Nitrogen

Our Freya unit can convert nitrogen into nitrate dissolved in water, the most important fertilizer for plants.

### Seed Treatment

Using PAW on seed treatment for cleaning healthy seeds and priming with significant reduction on different fungi and bacteria. This is a sustainable alternative which uses only water and air as an input, no chemicals are used. After treatment, the germination is still good or even better.

### Plant Health

PAW is a sustainable alternative to chemicals to keep crops and plants healthy and free of diseases.



### VitalFluid

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## VNG International

VNG International is a project management organisation specialised in strengthening democratic local government worldwide. Being the international cooperation agency of the Association of Netherlands Municipalities (VNG), one of the oldest and strongest local government associations in the world, our roots in local government are deep. It is second nature for us to work at both the technical and political level of local government.



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VNG International designs and manages large and complex projects in the field of local governance. We draw on our broad experience to customise our services. Our expertise is hands-on. We offer a powerful mix of local and international expertise, bringing in additional knowledge with an eye for the specific context in which we work. Our expertise ranges from safety, rule of law and inclusive governance to technical areas such as waste, spatial, disaster and water management.



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## Partners

NWP

VNO-NCW

## Netherlands Water Partnership



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The Netherlands Water Partnership (NWP) is an independent, non-governmental foundation, established in 1999 in response to calls for more cooperation and a strong voice for the Dutch water sector in the international market. Since then, encouraging collaboration for the sector at home and abroad has been at the core of NWP's mission.

NWP implements programs that promote cross-sector collaboration and innovation, by building coalitions around themes or regions to increase collective impact, increase the international visibility of the Dutch water sector, and join forces to positively influence policy and contribute to achieving the UN Sustainable Development Goals. We do this by, amongst others, organising trade missions, learning weeks, study tours, Netherlands Pavilions at international events, matchmaking, and promoting the Dutch water sector via the international NWP media outlets.

NWP maintains strong relationships with the global water sector and, with its broad network of over 180 members, NWP can be your main connecting partner to the Dutch water sector.



### Netherlands Water Partnership

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The Confederation of Dutch Industry and Employers, known as VNO-NCW, is the largest employers' organisation in the Netherlands. It has 150 branch organisations and more than 400 individual enterprises as affiliate members, representing a total of over 120,000 companies.

It covers practically all sectors of the Dutch economy: industry, commercial services, construction, the retail trade and the health sector; from the smallest firms to the largest corporates. It represents 80% of companies with more than ten employees and 95% of companies with over 100 employees and all companies in the Netherlands employing more than 500 staff.

In cooperation with governments and other social parties, VNO-NCW strives for an inclusive and sustainable Netherlands, where everyone benefits from increasing prosperity. This requires sustainable economic growth and a high quality business and investment environment.

VNO-NCW represents the interests of its members by active ongoing contacts with the government, politicians, public authorities, trade unions and non-governmental bodies. VNO-NCW sits on numerous government advisory and consultative committees in The Netherlands, in Brussels and in international bodies as the International Labour Organisation and, through the BIAC, in the OECD.

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#NLInMorocco