

# GreenTech



## AMERICAS



# START-UP CHALLENGE

<https://www.greentech.nl/americas/exhibiting/#startup>

Organized by:



Partners:



Attention to all  
start-ups:

## Win a ticket and stand at GreenTech Americas



In cooperation with the **Dutch Embassy**, the **Netherlands Business Support Office** and **KLM**, **GreenTech Americas** gives two start-ups the opportunity to present their innovative and sustainable solutions to the Latin American horticulture market!  
**Start-ups can win a ticket, location and a slot on the GreenTech Stage on the exhibition.**

From **27-29 April**, **GreenTech Americas** will take place at Centro de Congresos Querétaro, in Mexico. The second edition of this B2B horticulture exhibition will welcome over **2,200 horticulture professionals**. They can also attend a **3-day conference** to expand their knowledge.

ARE YOU A START-UP THAT OFFERS INNOVATIVE AND SUSTAINABLE SOLUTIONS FOR THE HORTICULTURE SECTOR AND ARE YOU READY TO DO BUSINESS IN LATIN AMERICA?  
ARE YOU LOOKING FOR INVESTORS, PARTNERS, BRAND EXPOSURE OR LAUNCHING A BRAND NEW PRODUCT?

DO YOU WANT YOUR OWN STAND SPACE IN THE START UP LANE AND PRESENT YOURSELF TO 2,200 HORTICULTURE PROFESSIONALS?

### PARTICIPATE IN THE COMPETITION!

Included:

- 1 flight ticket (AMS-MEX-AMS)
- Location on the show floor
- Registration fee
- Slot on GreenTech Stage
- Stand construction is included

Criteria:

- level of sustainability
- presentation
- suitability for the Mexican and Latin American market
- degree of innovation (start-up or scale-up)
- Dutch origin

Please send your motivation letter to [k.schotborgh@rai.nl](mailto:k.schotborgh@rai.nl) (max 3 A4) before **Friday 11 March**.