



AMERICAS 21 - 23 MARCH 2023

QUERÉTARO CENTRO DE CONGRESOS



Start- and scale-up challenge

<https://www.greentech.nl/americas/exhibiting/start-up>

Organisation:



Partners:



Kingdom of the Netherlands

Attention to all start- and scale-ups: Win a ticket and stand at GreenTech Americas

In cooperation with the **Netherlands Embassy in Mexico** and the Netherlands Business Support Office in **Querétaro**, GreenTech Americas gives one **start-up / scale-up** the opportunity to present their innovative and sustainable solution to the Latin American horticulture market! Start-up can win a ticket, location and a slot on the GreenTech Stage on the exhibition.

From **21-23 March**, **GreenTech Americas** will take place at Centro de Congresos Querétaro, in Mexico. The third edition of this B2B horticulture exhibition will welcome over **2,400 horticulture professionals**. They can also attend a **3-day conference** to expand their knowledge.

- Are you a start-up/scale-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 to use your stand at the show floor to present yourself to 2,400 horticulture professionals?

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

Start-up: A company in the birth face; the initial stages of business

Scale-up: A company that has already validated its product within the marketplace.

Please send your motivation letter in **Dutch or English** to L.Minzberg@rai.nl (max. 3 A4) before **Tuesday 10 January 2023**.

Organisation:



Partners:

