

INTRODUCTION

During the hybrid seminar “Farm to Fork” knowledge is shared about:

- 1) Market trends in China and the Netherlands.
- 2) The retail sector and value chain in China and the Netherlands.
- 3) Greenhouse technologies and solutions to grow better crops more sustainably.
- 4) Create bilateral business opportunities in the protected agriculture industry chain and to strengthen cooperation among governments, enterprises and education institutions.

TARGET AUDIENCE

Members of PIB NL Protected Agriculture Alliance and other Dutch horticulture companies, Chinese growers, government departments, education and training institutions and individuals in the field of protected agriculture industry chain in China and Netherlands are welcome to join online or offline.

REGISTRATION

Online registration via QR CODE by wechat:



Offline registration via: mengyao.pan@dutchsino.com, before Feb 10, 2023

Kindly clarify name of guest and company, and contact details.

Due to the limited offline conference attendance, confirmation will be given on a “first-come-first-served” basis.

CONTENT

- 14:00 Registration
- 14:20 Opening Remarks by Moderator
- 14:25 Opening by the Agricultural Counselor of the Embassy of the Kingdom of the Netherlands, Wouter Verhey
- 14:30 Opening by Shanghai Municipal Agriculture and Rural Affairs Commission
- 14:33 Opening by Shanghai Vegetable and Edible Fungi Industry Association
- 14:35 Introduction of the NL Protected Agriculture Alliance China, Gert Dral

- 14:40 Development and Challenges of Protected Horticulture in Shanghai, **Shanghai Xinghui Vegetable Co. Ltd,**
- 15:00 Grow More With Less, **KUBO**
- 15:15 How to Accelerate Brandization of Facility Agriculture Products, **C-Fruit Union**
- 15:35 Digital Agriculture Helps Green and Low-Carbon Planet, **Ridder**

- 15:50 Coffee break

- 16:00 Consumers’ Demands for High-Quality Fruit and Vegetable, **Dingdong Cayman Ltd,**
- 16:20 Providing Local, Safe and Nutritious Food by Operating Modern Greenhouses, **FOOD VENTURES**
- 16:35 Vegetable Production From Seed to Fork in the Netherlands, **Bayer-De Ruiter Seeds**
- 16:50 Clean and Safe Production as a Prerequisite of the Fruit Quality, **Grodan**

- 17:05 Panel Discussion (6-8 companies)
- 17:45 Closing Remarks
- 18:00 Networking Buffet Dinner (Offline Only)

