

Dutch business cluster and government launch multi-year program to contribute to solutions for food challenges in India

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On October 6, the covenant for the PIB NLHortiRoad2India was signed at the Netherlands India Business Meet in Ahoy, Rotterdam. This festive ceremony marks the kick-off of a multi-year public-private partnership, which aims to position the Dutch horticultural sector as a partner for India to meet India's increasing demand for fresh, safe, and nutritious fruits and vegetables.



The PIB NLHortiRoad2India is part of RVO's Partners for International Business (PIB) program. Through collaboration and knowledge sharing, HortiRoad2India, led by Dutch Greenhouse Delta (DGD), Innovation Quarter, and Rotterdam Partners will contribute to solutions to food challenges in India with a series of activities and programs. This program will strengthen long-term partnerships between the two countries and promote awareness of Dutch technology and know-how.

Produce sustainably and safely with less use of resources

There is a growing middle class in India demanding sustainable, clean, and locally produced food. This growing demand cannot yet be met by India's horticulture sector as it is still developing. The demand for safe food is only expected to increase as the population grows and the government's desire to export horticultural products increases. Moreover, climate change is putting increasing pressure on available resources, such as water. This presents a great opportunity for the Dutch horticultural sector to export and implement knowledge, technology, services, and concepts in India as a forerunner in the world. This public-private partnership offers mid- and high-tech solutions for growers, investors, and retailers in India to produce more sustainably and safely with less use of resources. Ultimately, this will also contribute to the earning power of Indian producers.

Partners for International Business

Food safety is one of the spearheads of the Indian government. However, India is a large country and it is a fragmented market consisting of many states with their own culture and characteristics. This PIB initially focuses on a few states, where the horticulture market is growing: Maharashtra, National Capital Region, Telangana, and Andhra Pradesh, Karnataka, and Himachal Pradesh. By joining forces between companies, the Dutch government, and knowledge institutes, the sector can raise its profile more strongly than individual parties. Not only is the demand in India too complex and extensive for individual companies, but they often lack direct entry points to enter into discussions with foreign governments. Governments and investors also like to have a single point of contact, representing a group of organizations. Desh Ramnath, Business Developer, and Advisor India at DGD: "The Dutch cluster currently consists of eleven leading suppliers and specialized companies active in national and international (greenhouse) horticulture. With their variety of complementary products and services, together they offer a sustainable and integral solution. The cluster combines its global expertise with local experience to provide Indian consumers with healthy food while generating jobs and income for all involved. Dutch technology and knowledge can also contribute to improving the production process and extending the shelf life of food. HortiRoad2India wants to be a long-term partner for the Indian horticultural sector with a focus on knowledge transfer, quality, sustainability, and service."

The first mission to India in November

The PIB NLHortiRoad2India is off to a flying start. Already next month the PIB cluster will go on a first joint mission to India. For this trade mission, an interesting public and private program will be put together, with joint participation in the Bangalore Tech Summit, Asia's largest Technology Event from November 16 - 18.

Dutch Greenhouse Delta, Innovation Quarter, and Rotterdam Partners are coordinating the PIB NLHortiRoad2India, in close cooperation with the Dutch government and embassy network. The following organizations are currently part of the PIB India: Bayer de Ruiter, Hoogendoorn Growth Management, Horti XS, Ludvig Svensson, Lumiforte, Koppert Biological Systems, Meteor Systems, Priva, Ridder, Van der Hoeven, and Viscon Group.

Like to know more?

For more information: contact Desh Ramnath, Business Developer, and Advisor India at Dutch Greenhouse Delta: +31 6 53399868 or desh.ramnath@dutchgreenhousedelta.com or contact: Carine Eijkelkamp, Project Manager Internationalization & Trade at Innovation Quarter and Rotterdam Partners: +31 6 51263882 or carine.eijkelkamp@innovationquarter.nl

Learn more about the new PIB cluster and the PIB program on the pages below:

- [PIB-programma](#)

Still, have questions? If so, please contact RVO:

- Lydia Aalpoel - Program Manager Partnerships/ PIB
E: lydia.aalpoel@rvo.nl

The Netherlands Enterprise Agency (RVO) implements the Partners for International Business (PIB) program on behalf of the Ministry of Foreign Affairs.