



Horticulture **The Netherlands in Kenya**

“The Netherlands, often referred to as Holland, has had one of the world’s most open economies for centuries. The Dutch engage in all forms of business all around the globe.”

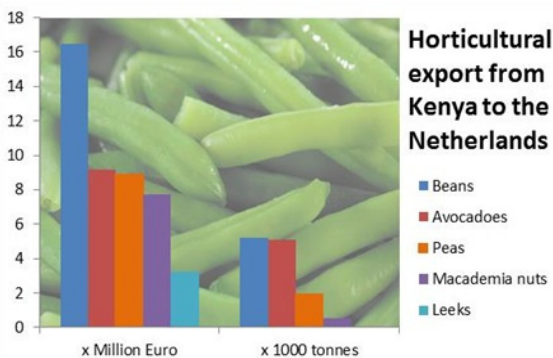
Dutch people all know them, the green beans from Kenya; they taste **absolutely delicious** and are available in our supermarkets all year round. The beans are amongst **many horticultural produce traded** between Kenya and the Netherlands

Our vision | To achieve a healthy business climate in which Dutch and Kenyan companies enter into mutually beneficial partnerships.

Our approach | We provide sustainable trade and investment support to Dutch companies that are exploring economic opportunities in Kenya. We are involved in government to government dialogue to improve the business climate and encourage Dutch investment in Kenya.

Dutch Greenhouses

Glass state-of-the-art greenhouses are a specialty of Dutch greenhouse manufacturers. In Kenya, the low input plastic greenhouse is more popular. An explorative study is done by us to identify the opportunities are for the Dutch companies to acquire a market share in the growing greenhouse sector in Kenya.



Export

Kenya has been successful in building lasting trading relations especially with the Netherlands and the United Kingdom who represent 72% of all exports from Kenya.

Sector information

Recently two studies have been done on the value chains of fruits and vegetables. ‘The Mapping of Distributors of Fruits and Vegetables in Kenya’ helps producers and traders to **identify entry points** in the Kenyan market. ‘The Sourcing of Fruits and Vegetables from Kenya and Tanzania’ identifies **opportunities**. The study maps the supply and demand cycles; it estimates the demand within the East African Region and in the EU; identifies products that are interesting for the Dutch market; and possibilities to increase trade, linking up the Dutch and Kenyan market.