

# NL



# 93<sup>rd</sup> International Agricultural Fair

16–21 May 2026, Novi Sad





**EMBASSY OF  
THE KINGDOM OF THE NETHERLANDS,  
MINISTRY OF AGRICULTURE, FUSHERIES,  
FOOD SECURITY AND NATURE,**

**AMBASADA  
KRALJEVINE HOLANDIJE,  
MINISTARSTVO POLJOPRIVREDE, RIBARSTVA,  
SIGURNOSTI HRANE I PRIRODE**

11070 Beograd,  
Milentija Popovića 5B,  
telefon: 011/202-3900

[www.netherlandsworldwide.nl](http://www.netherlandsworldwide.nl)  
[www.agroberichtenbuitenland.nl/landeninformatie/servie](http://www.agroberichtenbuitenland.nl/landeninformatie/servie)  
E-mail: [bel-lvvn@minbuza.nl](mailto:bel-lvvn@minbuza.nl)



Holandska poljoprivredna mreža (LAN) pruža podršku holandskim kompanijama iz agrobiznisa, naučno-istraživačkim institutima i drugim relevantnim akterima zainteresovanim za poslovanje na inostranim tržištima.

Kroz mrežu od 62 ambasade i konzulata Kraljevine Holandije u 77 zemalja širom sveta, LAN pruža podršku kompanijama i preduzetnicima duž celokupnog lanca vrednosti u poljoprivredi - od sadnog materijala (semena, stočna hrana), preko primarne proizvodnje do prerade, tehnologije, usluga, trgovine i logistike.

U skladu sa sve većim fokusom Holandije na region Zapadnog Balkana, regionalna LAN kancelarija je premeštena u Beograd. Predvodi je Michiel van Erkel, regionalni ataše za poljoprivredu pri Ambasadi Kraljevine Holandije u Beogradu zajedno sa Milom Mirković, savetnikom za poljoprivredu, i Draganom Radovanović, specijalnom saradnicom za oblast poljoprivrede.

Iz Beograda, LAN tim radi na jačanju saradnje u oblasti poljoprivrede na Zapadnom Balkanu. Poseban focus se daje podršci proizvođačima i partnerima u usklađivanju sa standardima Evropske unije, primeni održivih holandskih tehnologija i znanja, kao i jačanju otpornosti prehrambenih sistema.

LAN tim pruža savetodavnu podršku u vezi sa izvoznim i uvoznim mogućnostima, obezbeđuje sektorske analize i informacije, kao i podršku u organizaciji trgovinskih misija i poslovnog povezivanja. Takođe informiše o dostupnim finansijskim instrumentima za investicije i organizuje studijske posete, obilaske poljoprivrednih proizvođača u Holandiji, obuke za predstavnike državnih institucija, kao i radionice u ključnim oblastima kao što su održiva poljoprivreda, proizvodnja u zaštićenom prostoru i bezbednost hrane.



The Netherlands Agricultural Network (LAN) supports Dutch agricultural companies, knowledge institutions and other stakeholders interested in doing business abroad.

Operating through 62 Dutch embassies and consulates and covering 77 countries worldwide, LAN assists companies and entrepreneurs across the entire agricultural chain – from propagating material, seed and feed, to primary production, processing, technology, services, trade and logistics.

As part of the Netherlands' growing focus on the Western Balkans, agricultural representation in the region has been strengthened. The regional LAN office has been relocated to Belgrade and is led by Michiel van Erkel, Regional Agricultural Attaché at the Embassy of the Kingdom of the Netherlands in Belgrade. He works together with Mila Mirkovic, Agricultural Advisor, and Dragana Radovanovic, Agricultural Officer.

From Belgrade, the LAN team is stepping up agricultural cooperation across the Western Balkans. Its work focuses on supporting producers and partners in aligning with EU standards, adopting sustainable Dutch technologies and expertise, and building more resilient food systems.

The team provides advice on export and import opportunities, offers sector-specific information, and supports trade missions and business matchmaking. It also shares information on available financial instruments for investment and organises study tours, farmer visits to the Netherlands, training programmes for government officials, and workshops in key agricultural areas such as sustainable agriculture, covered production and food safety.





# Dutch Agriculture: Strong, Innovative and Evolving

The Netherlands is a global leader in agriculture, combining high productivity with strong international trade. In 2024, total agricultural sales reached €78.4 billion, with €45.3 billion (57.8%) coming from exports—highlighting the country's role as a major agri-food exporter.

The sector continues to evolve structurally. The number of farms declined to 49,900, reflecting a long-term trend toward fewer but larger and more efficient holdings. Agricultural land covers around 1.8 million hectares, mainly grassland (53.5%) and arable farming (29.5%), with smaller shares for horticulture, including high-tech greenhouse production. Despite a gradual decline in land area, around 58% remains farmer-owned.

Dutch agriculture is highly capital-intensive, with the average farm valued at over €4.4 million, largely due to rising land prices. Labour input slightly decreased to around 163,000 annual work units, reflecting ongoing mechanisation and reduced reliance on family labour.

The sector is diverse. Horticulture continues to grow, reaching a production value of nearly €13.8 billion in 2024, driven by innovation and technology. Livestock farming, valued at €15.3 billion, remains stable but is undergoing gradual downsizing, with declines in cattle, pig and poultry numbers due to environmental measures and market pressures. Arable farming recorded a slight decrease in production value to €6.5 billion.

Sustainability is central to the sector's development. Around 25% of investments are directed toward sustainable production systems, focusing on soil health, emission reduction and efficient resource use. At the same time, multifunctional agriculture is expanding, with nearly 37% of farms engaged in activities such as nature management, direct sales and agri-tourism, generating close to €1.7 billion annually.

Overall, Dutch agriculture stands out for its ability to combine efficiency, innovation and sustainability, offering valuable knowledge and partnership opportunities for the future of farming.

# Holandska poljoprivreda: snažna, inovativna i u transformaciji

Holandija je jedan od globalnih lidera u poljoprivredi, kombinujući visoku produktivnost sa snažnom međunarodnom trgovinom. U 2024. godini ukupna vrednost prodaje poljoprivrednih proizvoda iznosila je 78,4 milijarde evra, od čega je 45,3 milijarde evra (57,8%) ostvareno kroz izvoz — što potvrđuje ključnu ulogu zemlje kao velikog izvoznika hrane.

Sektor se kontinuirano menja na strukturnom nivou. Broj gazdinstava smanjen je na 49.900, što je deo dugoročnog trenda ka manjem broju, ali većim i efikasnijim farmama. Poljoprivredno zemljište obuhvata oko 1,8 miliona hektara, pri čemu dominiraju travnjaci (53,5%) i ratarska proizvodnja (29,5%), dok manji deo otpada na hortikulturu, uključujući visokotehnološku plasteničku i stakleničku proizvodnju. I pored blagog smanjenja ukupne površine, oko 58% zemljišta je u vlasništvu samih poljoprivrednika.

Holandska poljoprivreda je visoko kapitalno intenzivna, sa prosečnom vrednošću gazdinstva većom od 4,4 miliona evra, pre svega zbog rasta cena zemljišta. Ukupan radni angažman blago je opao na oko 163.000 radnih mesta u poljoprivredi, što odražava veću mehanizaciju i manju zavisnost od porodične radne snage.

Sektor je raznovrstan. Hortikultura beleži rast i u 2024. godini dostiže vrednost od gotovo 13,8 milijardi evra, oslanjajući se na inovacije i tehnologiju. Stočarstvo, sa vrednošću od 15,3 milijarde evra, ostaje stabilno, ali prolazi kroz postepeno smanjenje broja grla usled ekoloških mera i tržišnih pritisaka. Ratarstvo je zabeležilo blagi pad vrednosti proizvodnje na 6,5 milijardi evra.

Održivost je u središtu razvoja sektora. Oko 25% investicija usmereno je ka održivim proizvodnim sistemima, sa fokusom na očuvanje kvaliteta zemljišta, smanjenje emisija i efikasno korišćenje resursa. Istovremeno, raste značaj multifunkcionalne poljoprivrede — skoro 37% gazdinstava bavi se dodatnim aktivnostima poput upravljanja prirodnim resursima, direktne prodaje i agroturizma, generišući gotovo 1,7 milijardi evra godišnje.

Sveukupno, holandska poljoprivreda predstavlja primer uspešnog povezivanja efikasnosti, inovacija i održivosti, uz značajan potencijal za razmenu znanja i međunarodnu saradnju.



# Horticentar Adria

HortiCentar Adria je pouzdan regionalni partner poljoprivrednicima - od malih gazdinstava do velikih proizvođača. Kao ćerka firma i regionalni zastupnik holandske kompanije KG Greenhouses, specijalizovane za stakleničku proizvodnju po principu „ključ u ruke“, pružamo kompletna i savremena rešenja za profesionalnu proizvodnju.

Kroz ekskluzivno zastupništvo i distribuciju vodećih brendova kao što su KG Systems, Bucon, Trintech, PulsFOG, Roam Technology, kao i premium đubriva proizvođača Van Iperen International, obezbeđujemo visok kvalitet proizvoda i usluga za naše klijente.

U skladu sa rastućim zahtevima tržišta, razvili smo i segment koji obuhvata kompletnu tehnologiju i stručnu podršku za proizvodnju medicinskog kanabisa u skladu sa evropskim GMP standardima na teritoriji Severne Makedonije.

Naše poslovanje primarno obuhvata tržišta Srbije, Severne Makedonije i Hrvatske, kroz razvijenu mrežu lokalnih kancelarija i podrške, dok smo dodatno prisutni i na tržištima Crne Gore, Bosne i Hercegovine i Slovenije.

HortiCentar Adria is a reliable regional partner for agricultural producers - from small farms to large-scale growers. As a subsidiary and regional representative of the Dutch company KG Greenhouses, specialized in turnkey greenhouse solutions, we provide complete and modern solutions for professional crop production.

Through the exclusive representation and distribution of leading brands such as KG Systems, Bucon, Trintech, PulsFOG, Roam Technologies, as well as premium fertilizers from Van Iperen International, we ensure high-quality products and services for our clients.

In line with growing market demand, we have developed a dedicated segment providing complete technology and expert support for medical cannabis production, in accordance with European GMP standards, in North Macedonia.

Our core operations cover the markets of Serbia, North Macedonia, and Croatia through a well-developed network of local offices and support, while we are also present in Montenegro, Bosnia and Herzegovina, and Slovenia.

22400 Ruma, Rumska petlja 3,  
telefon: 069/670-728  
www.horticentar.com  
E-mail: info@horticentar.rs





# HATO Lighting

HATO je vodeća kompanija za poljoprivrednu rasvetu na svetskom nivou, usmerena ka unapređenju dobrobiti životinja i performansi farmi kroz LED i UV rasvetna rešenja. Još od 1974. godine, kompanija kombinuje stručno znanje sa kontinuiranim inovacijama, omogućavajući poljoprivrednicima širom sveta da stvore optimalno osvetljenje što čini osnovu za odgovornu, efikasnu i profitabilnu stočarsku proizvodnju.

Sa više od 1.000.000 instalacija u 50 zemalja, HATO rešenja podržavaju živinu, goveda, svinje i ribu, što poboljšava vid, smanjuje stres i povoljno utiče na opštu dobrobit životinja. Ovaj praktičan, istraživački pristup omogućava proizvođačima da ostvare merljiva poboljšanja u produktivnosti, komforu životinja i svakodnevnim aktivnostima.

Snažna uključenost kupaca i dugoročna partnerstva dodatno potvrđuju poziciju HATO a kao lidera na tržištu poljoprivredne rasvete. Širenjem znanja i ponudom prilagođenih rešenja, kompanija pomaže poljoprivrednicima da unaprede farme na održiv i efikasan način.

HATO is a global specialist in agricultural lighting, dedicated to improving animal welfare and farm performance through animal specific LED and UV lighting solutions. Since 1974, the company has combined deep industry expertise with continuous innovation, enabling farmers worldwide to create an optimal light climate - an essential foundation for responsible, efficient, and profitable livestock production.

With over 1000K installations in 50 countries, HATO's solutions support poultry, cattle, pigs, and fish by improving vision, reducing stress, and enhancing overall well being. This practical, research driven approach helps producers achieve measurable improvements in productivity, animal comfort, and day to day operations.

HATO's strong customer involvement and long-term partnerships underline its position as a market leader in agricultural lighting. By sharing knowledge and offering tailored solutions, the company empowers farmers and integrators to elevate farm performance sustainably and effectively.

Phone: +31 46 458 5050  
Email: [sales@hato.lighting](mailto:sales@hato.lighting)  
Website: <https://www.hato.lighting>

**HATO**  est.  
1974  
agricultural lighting



# HZPC

HZPC je holandska kompanija, svetski lider u razvoju novih sorti, proizvodnji i prodaji semenskog krompira, kao i razvoju konceptualnih proizvoda. Naši selekcioneri stvaraju sorte krompira koje zadovoljavaju potrebe lokalnih tržišta širom planete.

HZPC kao kompanija sa više od sto godina iskustva na polju krompira, ima 370 zaposlenih u 19 zemalja. 80% proizvodnje semenskog krompira izvozi se u preko 80 zemalja. HZPC poseduje modernu selekcionersku stanicu u mestu Metslawier u kojoj se vrši selekcija i razvoj sorti za različite klimate i različite tržišne sektore. Svake godine se novi klonovi i sorte šalju na ogledna polja širom planete na kojima se ispituju sve važne karakteristike sorte. HZPC ima portfolio od preko 90 različitih sorti krompira raspoređenih u različite tržišne sektore, i to TRADITIONAL, RETAIL FRESH, CRISPS, FRENCH FRIES, ORGANIC, PEELED.

Dutch Company HZPC, is world leader in development of the new sorts, production and distribution of the potato seeds material as well as development of the conceptual products. Our selectors create sorts of potato that can satisfy needs of the local markets all over the world.

HZPC with more than hundred years of experience in potato growing employs 370 people in nineteen countries. Exports of the seeds material to around 80 countries amounts 80% of the production. In its modern selecting station in Metslawier HZPC selects and develops potato sorts for different climates and markets. Every year, new clones and sorts are distributed to the experimental fields all over the world where important characteristics are tested. HZPC has portfolio of over 90 different potato sorts classified in market sectors such as TRADITIONAL, RETAIL, FRESH, FRENCH FRIES, ORGANIC, PEELED.

HZPC S, DOO, Generalni zastupnik za Srbiju,  
32230 Guča, Selo Guča bb, telefon: 065/326-0326  
[www.hzpc.rs](http://www.hzpc.rs) [www.hzpc.com](http://www.hzpc.com)  
E-mail: [info@hzpc.rs](mailto:info@hzpc.rs)



# Certhon

Kao vodeći inovator u oblasti visokih tehnologija, sa više od 130 godina iskustva u hortikulturi, omogućavamo našim partnerima da uzgajaju bilo šta - bilo gde u svetu. Bez obzira na klimu ili količinu dnevne svetlosti. Razvijamo, projektujemo i realizujemo prilagođena rešenja, uključujući visokokvalitetne projekte staklenika, farme u zatvorenom prostoru i robotiku.

Zamislite svet koji nije ustrojen pravilima, gde bilo šta može da se uzgaja bilo gde. Bez obzira na godišnje doba ili klimu. Svet u kome svako ima pristup zdravoj, bezbednoj i održivoj hrani. U Certhon-u menjamo sisteme ishrane od iznutra ka spolja. Uzgajanje bilo čega, bilo gde. Za sve. To je plan. Sve u okvirima mogućnosti. Mi to dokazujemo iznova i iznova. Nove mogućnosti, bolji rezultati i veći prinosi i prihodi. Kada kombinujete pametnu tehnologiju i nauku o biljkama sa voljom da se uhvatite u koštac sa najsloženijim izazovima, dobijate odlične rezultate. Sve to je potkrepljeno našom garancijom.

Danas pitanja hrane, energetske tranzicije i klimatske promene zahtevaju pažnju, dok nove tehnologije otvaraju bezbrojne perspektive. Imamo jasan pogled na budućnost: uzgajati bilo šta, bilo gde. Za sve. Ali mi ne možemo i ne želimo da to radimo sami. Na kraju krajeva, istinski napredak se može postići samo kada kombinujete viziju i ideje. Svakodnevno radimo sa uzgajivačima, istraživačima, investitorima i drugim pionirima kako bismo stvorili bolji sistem, kako bismo preduzetnicima omogućili da uzgajaju zdraviju, sigurniju i lokalniju održiviju hranu. Kako to postizemo? Kroz redefinisane pravila proizvodnje. Inovacije i inženjerska kreativnost čine osnovu naše misije. Kompanija Certhon već decenijama unapređuje sisteme gajenja, kombinujući pametne tehnologije, agronomiju i interdisciplinarni pristup kao ključ dugoročno održivog uspeha.

Razvijamo i implementiramo „ključ u ruke“ projekte, prilagođene najsavremenijim sistemima hortikulture širom sveta. Osnovani smo 1896. godine kao porodična kompanija, a danas poslujemo u okviru DENSO, globalnog lidera i pionira u oblasti robotike i automobilske industrije. Kombinacijom holandskog znanja u hortikulturi i naprednih tehnoloških rešenja, obezbeđujemo najs sofisticiranije sisteme za proizvodnju biljaka koji su održivi za životnu sredinu i ekonomski isplativi. Zahvaljujući dugoročnoj viziji i strateškom pristupu, postali smo pouzdan partner za najnaprednije i najveće stakleničke projekte u svetu, zatvorene farme, modele proizvodnje zasnovane na učinku, kao i robotiku u poljoprivredi.



As the number one high-tech innovator, with more than 130 years of experience in the horticulture business, we enable our horticulture partners to grow anything anywhere in the world. Irrespective of the climate or the amount of daylight. We develop, produce, create and advise on tailor-made solutions, such as high-quality greenhouse projects, indoor farms and robotics.

Imagine a world that is not bound by rules. Where anything can be grown anywhere. Regardless of the season or climate. A world where everyone has access to healthy, safe and sustainable food. At Certhon, we change food systems from the inside out. Growing anything, anywhere. For everyone. That's the plan. All within the realms of possibility. And we prove it time and again. New possibilities, better results and greater yields and revenues. Because when you combine smart technology and plant science with the will to tackle the most complex challenges, you reap excellent results. Backed up by our guarantee.

Today, food issues, energy transitions, and climate change demand attention, while new technologies open countless perspectives. We have a clear view of the future: Growing anything, anywhere. For everyone. But we cannot and have no desire to do that on our own. After all, true progress can only be achieved when you combine vision and ideas. We work with growers, researchers, investors and other trailblazers every day to create a better system, to make it possible for entrepreneurs to grow healthier, safer and more local and sustainable food. How? We are rewriting the rules of growing. Ingenuity and innovation are the core of our mission. Certhon has reinvented cultivation systems for decades. Combining smart technology, agronomy and the philosophy that you need all disciplines under your own roof is the recipe for true and sustainable success.

At Certhon, we advise on and develop turnkey, tailor-made concepts for the most high-tech horticultural projects, anywhere in the world. We started in 1896 as a family business and are now powered by DENSO, a market leader and pioneer in robotics and automotive technologies, systems and products. When you combine that with our Dutch ingenuity and knowledge of horticulture, you get the most advanced crop-growing solutions available. Good for the planet and profitable for your business. Thanks to our foresight and determined mindset, we have become the knowledge partner of choice for the most advanced, large-scale greenhouse projects in the world, indoor farms, yield-as-a-service and robotics.



# Topigs Norsvin

Topigs Norsvin VO centar (Centar za veštačko osemenjavanje) - Nukleus farma svinja broj 1 u Srbiji - Prodaja Topigs Norsvin F1 nazimica TN70

Topigs Norsvin VO Centre (Centre for Artificial Insemination) - Nukleus pig farm number 1 in Serbia - Sale of Topigs Norsvin F1 gilts TN70

HOLLO COMPANY DOO, 25243 Doroslovo,  
telefon: 062/373-545, 062/334-563  
[www.topignorsvin.hu](http://www.topignorsvin.hu)  
E-mail: [milija.barovic@topignorsvin.com](mailto:milija.barovic@topignorsvin.com)



# De Heus

Royal De Heus globalna porodična kompanija sa lokalnim pristupom.

Royal De Heus je međunarodna porodična kompanija osnovana 1911. godine u Holandiji, danas među vodećim svetskim proizvođačima hrane za životinje. Posluje u više od 20 zemalja, sa preko 90 proizvodnih lokacija širom Evrope, Azije i Afrike, a kompaniju i dalje vodi četvrta generacija porodice De Heus.

Kroz snažnu globalnu ekspanziju, De Heus kontinuirano jača svoju poziciju, kombinujući industrijsku ekspertizu sa razvojem lokalnih poljoprivrednih zajednica.

Tokom 2025. i 2026. godine, kompanija je realizovala značajne strateške akvizicije, uključujući preuzimanje kompanije CJ Feed & Care sa 17 proizvodnih pogona u Aziji, čime je dodatno proširila svoje kapacitete i prisustvo na ključnim rastućim tržištima.

Istovremeno, početkom 2026. godine otvoren je i novi, veliki proizvodni pogon u Athi River u Keniji, jedna od najmodernijih fabrika hrane za životinje u Istočnoj Africi kao deo šire strategije ulaganja u lokalnu proizvodnju i jačanja prehrambenog lanca na afričkom kontinentu.

U fokusu poslovanja je jedinstveni „pristup na farmi“ bliska saradnja sa farmerima, praktična nutritivna rešenja i stručno znanje direktno na terenu, sa ciljem unapređenja zdravlja životinja, efikasnosti proizvodnje i dugoročne održivosti.

De Heus nije samo proizvođač hrane za životinje već partner farmerima širom sveta u stvaranju stabilnog i odgovornog prehrambenog sistema za rastuću globalnu populaciju.

U Srbiji je De Heus prisutan od 2015. godine, sa centralnom kancelarijom u Šapcu i proizvodnim pogonima u Šapcu i Čupriji. Kombinujući globalnu ekspertizu sa dubokim razumevanjem lokalnih potreba, De Heus podržava razvoj srpskog stočarskog sektora i doprinosi proizvodnji kvalitetne i održive hrane u regionu Balkana, jer zajedno brinemo o budućim generacijama.

Royal De Heus a global family company with a local approach.

Royal De Heus is an international family-owned company founded in 1911 in the Netherlands, and today one of the leading global producers of animal feed. The company operates in more than 20 countries, with over 90 production locations

DE HEUS, DOO, 15000 Šabac, Agroindustrijska zona bb,  
telefon: 015/354-858  
www.deheus.rs  
E-mail: info@deheus.rs





across Europe, Asia and Africa, and is still led by the fourth generation of the De Heus family.

Through strong global expansion, De Heus continues to strengthen its position by combining industrial expertise with the development of local agricultural communities.

During 2025 and 2026, the company completed significant strategic acquisitions, including the acquisition of CJ Feed & Care, with 17 production facilities across Asia, further expanding its capacity and presence in key growth markets.

At the same time, in early 2026, a new large-scale production facility was opened in Athi River, Kenya, one of the most modern animal feed plants in East Africa, as part of a broader strategy to invest in local production and strengthen the food chain across the African continent.

At the core of De Heus operations is a unique “on-farm approach” close cooperation with farmers, practical nutritional solutions and hands-on expertise directly in the field, aimed at improving animal health, production efficiency and long-term sustainability.

De Heus is not just an animal feed producer, but a partner to farmers worldwide in building a stable and responsible food system for a growing global population.

In Serbia, De Heus has been present since 2015, with its central office in Šabac and production facilities in Šabac and Čuprija. By combining global expertise with a deep understanding of local needs, De Heus supports the development of the Serbian livestock sector and contributes to the production of high-quality and sustainable feed in the Balkan region, together we are nourishing future generations.



# Seveplant

Seveplant DOO je firma po uzoru na Verbeek Boomkwerkerijen B.V. iz Holandije. Kompanija Verbeek Boomkwerkerijen B.V. iz Holandije i kompanija Seveplant DOO iz Srbije se bave proizvodnjom visokokvalitetnih sadnica (jabuke, kruške, šljive i trešnje). Naše sadnice se već nalaze na plantažama širom sveta, između ostalog na plantažama Holandije, Velike Britanije, Italije, Nemačke, Poljske, Rusije, Ukrajine, Moldavije, Azerbejdžana, Turkmenistana, Kine.

Kako rasadnici u Holandiji, tako i rasadnici u Srbiji ispunjavaju stroge uslove koji važe u proizvodnji sadnog materijala. Koristi se isključivo sertifikovani sadni materijal odobren od NAK- instituta iz Holandije sa kojim saradjujemo. Godišnja proizvodnja je preko 6.000.000 sadnica. Kompanija Verbeek Boomkwerkerijen B.V. čiji je osnivač Janus Verbeek je počela sa radom 1960. godine. Uspešnu tradiciju proizvodnje sadnog materijala je nastavio sin gospodina Janusa, gospodin Adri Verbeek. Verbeek Boomkwerkerijen B.V. i Seveplant DOO nude širok asortiman voćnih sadnica. Posebno ističemo sadnice jabuke, sorti Jonagold, Granny Smith, Idared, Golden, Gala, sadnice kruške Conference, Wiliams, sadnice šljive i trešnje.

Seveplant DOO is a company based on the model of Verbeek Boomkwerkerijen B.V. from the Netherlands. Company Verbeek Boomkwerkerijen B.V. from the Netherlands and Seveplant DOO from Serbia are engaged in the production of high quality seedlings (apples, pears, plums and cherries). Our seedlings are already on plantations around the world, among others on the plantations of the Netherlands, Great Britain, Italy, Germany, Poland, Russia, Ukraine, Moldova, Azerbaijan, Turkmenistan, China, etc.

As nurseries in the Netherlands, as well as nurseries in Serbia meet the strict conditions that apply to the production of planting material. Only certified planting material approved by NAK-institute from the Netherlands with which we cooperate is used. We have production over 6.000.000 pieces per year. Company Verbeek Boomkwerkerijen B.V. whose founder Janus Verbeek began work in 1960. The successful tradition of the production of planting material was continued by Mr. Janus son, Mr. Adri Verbeek, by increasing production in the Netherlands and by starting production in other countries. Verbeek Boomkwerkerijen B.V. and Seveplant D.O.O. offer a wide range of fruit trees. We particularly emphasize apple seedlings: Jonagold, Granny Smith, Idared, Golden, Gala, etc. and varieties of pear seedlings: Conference, Wiliams, plum and cherry seedlings.

SEVEPLANT, DOO, 25230 Kula,  
Industrijska zona 45, telefon: + 381-69/712-686  
www.seveplant.com  
E-mail: info@seveplant.com





# Hoogendoorn

## Povezivanje prirode i tehnologije

Sa više od 55 godina iskustva, kompanija Hoogendoorn je jedan od vodećih inovatora u hortikulturnoj industriji. Iako su naši koreni u Holandiji, danas poslujemo u više od 100 zemalja širom sveta.

Zajedno sa snažnom globalnom mrežom partnera razvijamo održiva i korisniku prilagođena rešenja za automatizaciju proizvodnih procesa koja su namenjena svim vrstama proizvođača. U kombinaciji sa visokokvalitetnim obukama, servisom i tehničkom podrškom, našim klijentima pružamo celovita rešenja za optimizaciju kompletnog poslovnog i proizvodnog procesa.

Naš cilj je da omogućimo optimalan rast i razvoj useva uz minimalnu potrošnju prirodnih resursa, čime doprinosimo održivijem razvoju hortikulture proizvodnje. IIVO je najnapredniji sistem za upravljanje plateničkom i stakleničkom proizvodnjom na svetu, osmišljen da proizvođačima pruži sigurnost i pouzdanost u radu. Kombinuje inteligentni softver sa naprednim hardverskim rešenjima, čineći autonomnu proizvodnju dostupnom svakom proizvođaču. Bilo da je reč o iskusnim proizvođačima ili onima koji tek započinju proizvodnju, IIVO omogućava ostvarivanje većih prinosa i boljeg kvaliteta proizvoda uz manju upotrebu resursa.

## Connecting nature and technology

With over 55 years of experience, Hoogendoorn is a leading innovator in the horticultural industry. While our roots are in the Netherlands, we are now active in more than 100 countries worldwide.

Together with our strong global partner network, we develop sustainable and user-friendly process automation solutions for all types of growers. Combined with high-quality training, service, and support, we provide our customers with a complete solution to optimize their entire business processes.

Our goal is to enable optimal crop growth while minimizing the use of natural resources, contributing to a more sustainable horticulture industry.

IIVO is the world's smartest greenhouse control system, designed to give growers peace of mind. It combines intelligent software with advanced hardware, making autonomous growing accessible to every grower. Whether experienced or just starting out, IIVO empowers growers to achieve higher yields and better quality while using fewer resources.

Westlandseweg 190, 3131 HX Vlaardingen  
T: +31 10 460 80 80  
E: vkr@hoogendoorn.com  
I: hoogendoorn.com



# Mavitec

Maksimalno iskorišćavamo vrednost vašeg otpada od hrane!

Kompanija Mavitec Green Energy specijalizovana je za napredna rešenja u oblasti reciklaže i otpakivanja organskog otpada, sa najvećom efikasnošću separacije na tržištu.

Naš uređaj Paddle Depacker odvaja organski materijal od ambalaže, proizvodeći izuzetno čistu organsku masu (čistoće veće od 99,7%). Ovaj izlazni materijal je u potpunosti usklađen sa najnovijim evropskim zakonima i savršeno je pogodan za postrojenja za proizvodnju biogasa i komposta.

Robusna oprema i kompletna rešenja

Isporučujemo visokokvalitetnu, robusnu opremu koja zahteva minimalno održavanje i nudi niske operativne troškove. Naš asortiman obuhvata:

- Prijemne bunkere i pužne transportere
- Jedinice za otpakivanje i šredere (seckalice)
- Prese, bubnjeve za pranje i napredne sisteme za uklanjanje peska i nečistoća

Od pojedinačnih mašina do kompletnih instalacija po sistemu „ključ u ruke“, nudimo pouzdana i efikasna rešenja prilagođena vašem specifičnom otpadu – uključujući otpad iz supermarketa, restorana, hotela, kao i komunalni otpad. Testirajte vaš materijal u realnim uslovima

Želite da testirate sopstveni materijal? Paddle Depacker Roadshow vam nudi jedinstvenu priliku za to. Naša mobilna jedinica montirana na prikolici dolazi direktno na vašu lokaciju, omogućavajući vam da procenite performanse, efikasnost separacije i kvalitet dobijene mase koristeći upravo vaš otpad. Regionalno zastupništvo: Consultare d.o.o.

Za tržišta Srbije, Hrvatske, Bosne i Hercegovine, Severne Makedonije i Crne Gore, kompaniju Mavitec zastupa Consultare d.o.o. Hrvatska.

Consultare je naš pouzdan partner već više od 5 godina. Zajedno smo uspešno realizovali više od 10 kompletnih instalacija u ovom regionu, čime je Mavitec postao tržišni lider. Kao naš zvanični partner, Consultare vam nudi lokalnu stručnost, tehničku podršku i direktan kontakt za sve upite.



We maximize the value of your food waste!

Mavitec Green Energy specializes in advanced food waste / organic waste recycling and depackaging solutions with the highest separation efficiency in the market.

Our Paddle Depacker separates organic material from packaging, producing an exceptionally clean organic output (>99.7%), fully compliant with the latest European legislation and perfectly suited for biogas and compost installations.

We supply high-quality, robust equipment with low maintenance requirements and low operational costs. Our range includes reception bins, screw conveyors, depackaging units, shredders, presses, washing drums, and advanced grit removal systems. From individual machines to complete turnkey installations, we offer reliable and efficient solutions tailored to your specific waste stream, including supermarket, restaurant, hotel, and kerbside waste.

Would you like to test your own material under real conditions? The Paddle Depacker Roadshow offers a unique opportunity to do exactly that. This mobile unit, installed on a trailer, can be brought directly to your site, allowing you to evaluate performance, separation efficiency, and output quality using your own waste stream.

For the regional markets of Serbia, Croatia, Bosnia and Herzegovina, North Macedonia, and Montenegro, Mavitec is represented by Consultare d.o.o. Croatia. Consultare has been our trusted partner for over 5 years, and together we have successfully realized more than 10 complete installations in these regions, making Mavitec the market leader in this region. As our official partner, Consultare provides local expertise, support, and a direct point of contact for all inquiries.

CONSULTARE d.o.o., Trg Petra Zrinskog 7,  
Hrvatska, 10340 Vrbovec, Mob: + 385 91 2281 981  
E-mail: [direktor@consultare.hr](mailto:direktor@consultare.hr)  
[www.consultare.hr](http://www.consultare.hr)





# Hendrix Genetics

Kompanija Hendrix Genetics se bavi uzgojem različitih vrsta životinja, genetikom i tehnologijom. Hendrix Genetics ulaže mnogo truda i energije u uzgoj životinja. Razvili smo programe uzgoja koka nosilja, ćurki, brojlera obojenog perja, svinja, lososa, pastrmki i škampa.

Pronalazimo inovativna, održiva rešenja, zajedno sa celim lancem vrednosti proizvodnje životinjskog proteina. Možemo da utičemo na konačan ishod na samom početku lanca. Cilj nam je da proizvedemo životinje koje dobro napreduju u svim uslovima. Težimo da stvorimo vrednost u svim segmentima lanca - od uzgoja pa sve do korisnika. Svaki Hendrix Genetics brend ima sopstveni program uzgoja. Svaki je prilagođen svom tržištu. Hendrix Genetics posluje u 25 zemalja i zajedno sa više od 3.400 kolega radi na tome da bolji uzgoj ponudi danas za lepši život sutra.

Hendrix Genetics: A multi-species animal breeding, genetics and technology company. Hendrix Genetics is passionate about animal breeding. We have breeding programs in layers, turkeys, colored broilers, swine, salmon, trout and shrimp.

We look for innovative, sustainable solutions, together with the entire animal protein value chain. At the start of the chain, we have an influence on the final output. We aim to produce animals that thrive under all conditions. We strive to create value from breeding through to the consumer. Every Hendrix Genetics brand has its own breeding program. Each is tailored to their market. With operations in 25 countries and more than 3.400 colleagues, Hendrix Genetics is committed to delivering better breeding today, for a brighter life tomorrow.

HENDRIX GENETICS, Recherche, Techno-logie  
et Services SAS, 49290 Mauges-sur-Loire, 1-La  
Bohardière, BP1, Saint-Laurent-de-la-Plaine,  
Francuska,  
telefon: + 33-241/745-921,  
telefaks: + 33-241/742-103  
[www.hendrix-genetics.com](http://www.hendrix-genetics.com)  
E-mail: [iris.dolorosa@hendrix-genetics.com](mailto:iris.dolorosa@hendrix-genetics.com)



# Colophon

**This brochure is published by the**  
Embassy of the Kingdom of the Netherlands

## **Agricultural Team**



Michiel van Erkel,  
Regional Agricultural Attaché  
for the Western Balkans



Mila Mirković,  
Agricultural Advisor



Dragana Radovanović,  
Agricultural Officer

## **Editorial address**

Embassy of the Kingdom of the Netherlands  
Milentija Popovića 5b  
11070 Belgrade, Serbia

## **Enquiries**

For enquiries related to the Embassy of the Kingdom of the Netherlands in Belgrade, as well as our embassies in Skopje, Tirana and Sarajevo, please contact:  
[bel-lvvn@minbuza.nl](mailto:bel-lvvn@minbuza.nl)

## **Copyright**

No part of this publication may be reproduced, stored in digital files, or published in any form or by any means without prior written permission.

[www.netherlandsworldwide.nl](http://www.netherlandsworldwide.nl)  
[www.agroberichtenbuitenland.nl/landeninformatie/servie](http://www.agroberichtenbuitenland.nl/landeninformatie/servie)



