

DENMARK

THE NETHERLANDS

ORIENTATION & INSPIRATION TOUR FOR



# INNOVATIONS IN THE DUTCH AGRI-FOOD-TECH MARKET



VERSION: CONCEPT EN 02.0



25 - 28 JANUARY 2021

## DENMARK

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In Agri-Food Tech, the Netherlands is a front runner worldwide. This is partly thanks to the internationally acclaimed Wageningen University and Research Center. Groups from all over the world visit the Netherlands and this institute to learn about the State of Art and innovations with respect to the Agri-Food Technology.

The large number of Agri-Food Tech companies and sector organisations ensure a very modern high-tech cluster, that functions highly efficiently.

In addition, today's world demands new products that are efficiently produced with minimal environmental impact.



We would like to introduce you to the State of Art and innovations in Agri-Food Tech that are being developed to solve future issues. In addition to current innovations in practice, we focus on the developments that are being developed in the Wageningen University and Research Center and the Foodvalley knowledge center ecosystem to give you a view on future possibilities.

By means of company visits you will be given an insight into experiences of implementation processes using new techniques.

Top experts will explain the future of Agri-Food Tech and innovative solutions for Agro-Food challenges.

All visits will allow for a dialogue so you will return home inspired by new ideas and visions on the future of Agri-Food Tech to your beneficial approach to your organization.

The program consists of visits to both companies and organizations, with the Wageningen University and Research Center and Foodvalley as core visits to give you a good picture of the applications, integration possibilities and increase of production efficiency, to translate to your organization.

Some of the subjects will be:

- The Future in Agri-Food Farming
- Precision Agriculture
- Circular Agri-Food Systems
- Sustainable Agri-Food Production
- Smart Data Collection to improve growth efficiency and product quality
- Tech Innovations
- Etc.

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### Target audience:

People who want / need to be aware of the trends in the field of Agri-Food Technologies and are curious about the visions of experts in this field, such as:

- o Agri-Food company owners (agri- and horticulture)
- o Development managers
- o Sector consultants
- o Sector representatives
- o Agri-Food specialists in the educational sector
- o Sales managers of companies who bring innovative products on the Danish Agri-Food market

Market Select (Denmark) and Adenda (The Netherlands) have been working together for a long time and are both market leading organisations in the field of making business connections between companies in The Netherlands and Denmark.



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# Adenda

INTERNATIONAL BUSINESS CONNECTING

In addition to MatchMaking concepts for Dutch companies to Denmark and vice versa, to bring people and companies from both countries into contact with each other and open business channels, we organize International Innovation Orientation Tours for various market sectors.

We have extensive international experience in organizing these kinds of International Innovation Orientation Tours with a very high appreciation for content and organizational level.

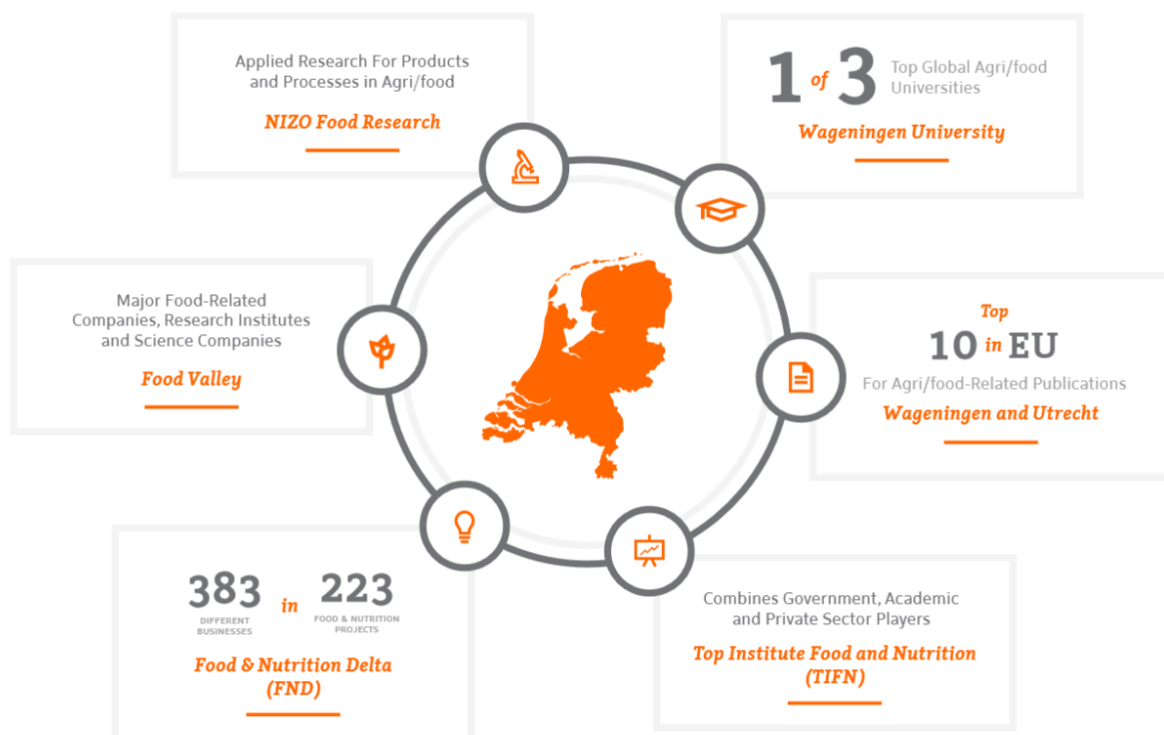
The aim is to inform participants about innovations within European or Global frontrunner sectors in each other's countries.

Feel free to contact us for any additional information, you may require.

## Agri-Food in The Netherlands

As the world rapidly urbanises, with people migrating from the countryside to the cities, there is increasing pressure on urban areas to deliver sustainable and healthy food supplies. Food security is crucial to economic performance and social wellbeing. This means that solutions are needed that consider issues such as animal welfare, food safety, waste-disposal, and habitation, but also issues such as governance, education, and a fair society. With a large population in a small, low-lying delta region where land is at a premium, farm establishments in the Netherlands are among the most intensive, sustainable, and efficient in the world.

## World-Class Agri-Food Ecosystem



Thanks to a wealth of agricultural knowledge, fertile soil, intensive farming, quality of produce, and trading expertise, Dutch agri-food products are exported all over the world. This applies to plant-based produce as well as for animal products such as pig, poultry and eggs. Machinery for the processing of agri-food products: from robotic soft-fruit pickers; to automated meat separators; to potato processing; is also a key global export product, as is the knowledge around food processing. Out of the top-40 food and drinks companies in the world, 12 have R&D centres located in the Netherlands.

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### Value the Netherlands

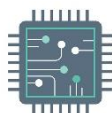
The Netherlands are world-leading exporter of agri-food products and leader in innovation. The Netherlands are one of the world's most technically advanced livestock farmers and producers of vegetables and fruits. It supplies a quarter of the vegetables that are exported from Europe. The Dutch agricultural sector is diverse; it covers a wide range of livestock and plant-cultivation sectors that include, for example, arable and dairy farming, cultivation under glass, tree-growing and pig farming.

### The Dutch are forward-looking

This is reflected in the worldwide renowned research and innovation infrastructure of the Netherlands. Wageningen University is the number 1 Agricultural University in the world for the third year in a row according to The National Taiwan Ranking of over 300 universities on scientific and research excellence. Five of the top 26 global agri-food companies have R&D facilities in the Netherlands. Examples of recent private investments are; Danone opened a large, new R&D centre in Utrecht in 2013, where it concentrates its European research on clinical nutrition and nutrition for children. In 2013, Heinz opened its new R&D centre for Europe in Nijmegen. Royal Friesland Campina concentrated its R&D in a large new R&D centre in Wageningen that opened in 2013.

### Success in renewing the agricultural production chains

For decades, Dutch agriculture has succeeded in maintaining its lead over international competitors by continually investing in the renewal of agricultural production chains. Farmers and growers are full partners in the agricultural production chain. Their primary task is to produce food, flowers and plants with an optimum price/quality ratio using innovative, socially responsible and sustainable methods.



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## PROGRAM

25 - 28 JANUARY 2021

### Day 1 Monday, 25 January 2021

Day of arrival, on your own. By car it is about 7 hours' drive from central Denmark (Odense) to the hotel in the Netherlands which is our base for the project visits. Or fly to Amsterdam or Düsseldorf and from there by rental car in about 1.5h to the hotel.

Evening: 18.30h 'Meet and Greet' followed by a dinner with a proposal round from the participants and program introduction by Ton Ton - CEO of Adenda International Business Connecting, who will supervise the program.

### Day 2 Tuesday, 26 January 2021

8.30h departure by coach from the hotel

- **Visit at Wageningen University & Research.** The Research Institutes of Wageningen University & Research carry out application-oriented and field-based research. The research centre is commissioned by the government, commercial businesses and non-profit organisations. On a research project there is often collaboration between several institutes. Collaboration is often also sought with the university and/or national or international partners.



In the field of Agro Food Robotics research and development, Wageningen University & Research is the most experienced and innovative organisation worldwide. More than 60 engineers and researchers work together with industrial partners on new robotic systems for agriculture and food production.

They design agricultural robotic systems for open field, horticulture, fresh chains and food, together with many experts on these application fields within Wageningen. They specialise in artificial intelligence and sensing, especially spectral, learning and vision technologies.

Hi-Tech innovations in the field of Agri-Food Tech will be presented this morning.

- Lunch
- In the afternoon we will visit two companies that use or deliver important innovative products in the Agri-Food Valley, to learn from and discuss the innovations in products and applications. We will concentrate about the reason and motivation for using the application, the integration points of interest and the result in perspective to the original expectations.

The company visits will be selected based on the profiles of the Danish project participants and their interests stated on the register form.

- Evening dinner. A great opportunity to strengthen your network together with the other group members.



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### Day 3 Wednesday, 27 January 2021

8.30h departure from the hotel by coach

- **Visit at Foodvalley**, Foodvalley is the primary knowledge-intensive agri-food ecosystem in the Netherlands. This ecosystem is characterized by many world class innovative agri-food and food-related solutions and by the cooperation between companies, knowledge institutions, education and governments.



It offers a platform of resources and opportunities to an (inter)national business network to accelerate innovation and market introduction, and to attract potential partners and investors, thereby stimulating the economy and realizing ambitions in the region and far beyond. Since its establishment in 2004, Foodvalley NL has built up a deep insight into the challenges of the (ag)food industry and a vast network of companies and knowledge institutions that can help in tackling these challenges effectively. From its home base in Wageningen, the Netherlands, Foodvalley NL works on speeding up the innovation performance of companies every day, both from the Netherlands and abroad.

We will be informed about Foodvalley NL's visions and fields of innovation related to the Danish participants.



- Lunch
- In the afternoon we will visit two companies that use or deliver important innovative products in the Agri-Food Valley, to learn from and discuss the innovations in products and applications. We will concentrate about the reason and motivation for using the application, the integration points of interest and the result in perspective to the original expectations.

The companies will be selected based on the profiles of the Danish project participants and their interest stated on the register form.

- Evening dinner. A great opportunity to talk about the past few days with your travel companions

### Day 4 Thursday, 28 January 2021

After breakfast, return on your own occasion with up-to-date knowledge of the State-of-the-Art and innovations in the field of Agri-Food Tech. The insights will help you propagate your vision and initiate solutions to problems.

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Dates: 25 - 28 January 2021. If you are interested, please register in time, as the number of places are limited.

- During the visits to the companies and institutes the official language is English.
- Getting to and from the hotel (car or plane + rental car): on your own occasion and responsibility. When booking a flight ticket, we advise you always to book a refundable (includes cancellation option) or to take out cancellation insurance separately in addition to or as an extension of your travel insurance, in case you want to change or have to cancel the travel method for any reason. Upon confirmation of your registration you will receive information about the hotel where we are staying and travel details.



- Including: making an A4 fact sheet of your company, in preparation for the companies and persons you are going to meet, and fact sheets in preparation for you, of the companies and institutes we are going to visit.
- Including: An After-Project-Meeting at a hosted project relevant organization or company in Denmark.
- Maximum number of participants per company: 2
- Your investment: € 2.150, - pp. VAT does not apply. It will be shifted in accordance with the European regulations.
- Includes: 3 nights + breakfast in a class hotel, lunches, dinners and transfers on site.
- Includes refreshments offered during meetings, lunches and dinners.

The content of the program can still be adjusted in the interest of quality and/or current (im)possibilities or otherwise.



To register, please go to the special page for it on the website [www.adenda-export.com](http://www.adenda-export.com)

After registration you will receive a confirmation and in time for the execution of the program access to a digital project folder with a route description, the fact sheets, hotel info, project theme info, To-Think-On info, etc...

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