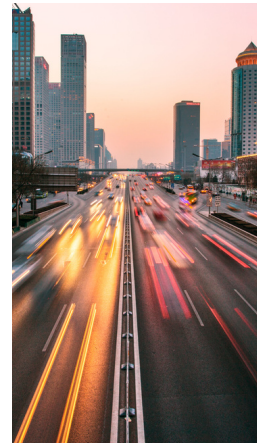
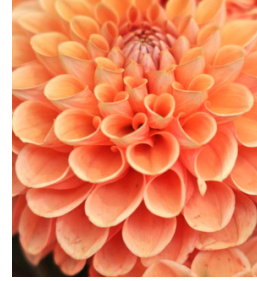


Explore New Horizons in Horticulture

Are you ready to take your horticulture business to the next level? Join us for an exclusive roadshow right after the prestigious Hortiflor IPM event in Beijing!



25–28 May 2024

After immersing yourself in the latest trends and innovations at the Hortiflor IPM from 23 to 25 May, seize the opportunity to expand your horizons with our tailored roadshow, lead by Zuid-Holland vice-governor Meindert Stolk. We are taking the journey to Hebei and Shandong, where you will discover promising prospects and forge invaluable connections.

What to Expect:

Site Visits

Get firsthand insights into cutting-edge horticulture practices with exclusive visits to renowned companies and facilities in Hebei and Shandong.

Networking Opportunities

Connect with key players and stakeholders in the horticulture industry, fostering collaborations and partnerships for mutual growth.

Market Exploration

Dive into the local markets of Hebei and Shandong, uncovering the potential for expansion and investment.

Expert Insights

Benefit from expert-led discussions and seminars, gaining valuable knowledge and strategic insights to propel your business forward.

Seize this opportunity to expand your horizons and take your horticulture business to new heights!

Organisation fee is €200 per company, which includes participation in 2 seminars including matchmaking and local bus transportation.

Interested? Register at <https://form.jotform.com/240641311337042>



Pre-roadshow: Visit to Pinggu District of Beijing

PZH Official Delegation with Deputy Meindert Stolk

Governmental meeting with Beijing Municipality and Beijing Agriculture and Rural Affairs Bureau

Site visit to Dutch Pavilion at IPM

Visit to local greenhouse projects

Dinner with Pinggu Government

Saturday, 25 May 2024

PZH Official Delegation with vice-governor Meindert Stolk

Westland / Business Delegation

Hotel check-out and transfer to Beijing Fengtai Railway Station.
Take train G891 from Beijing to Fengtai Railway Station.

Site visit project in Baoding and meeting with Baoding Agricultural Investment Group

Courtesy call and lunch with Baoding Government

G2G talk with Hebei Government

Business delegation travels separately from Beijing to Shijiazhuang after finishing at IPM

Suggested travel for the business delegation: Train G811 from Beijing West to Shijiazhuang.

A Matchmaking Event for business delegation

Joint Program of the PZH Official Delegation, vice-governor Meindert Stolk and the Westland/Business delegation

Official welcome banquet by Hebei Government

Sunday, 26 May 2024

Hotel check-out and transfer to Shijiazhuang Railway Station. Take train D1621 from Shijiazhuang to Zibo Railway Station.

Visit Zibo Digital Agriculture Project and lunch with local government

Travel from Zibo to RijkZwaan China in Jimo County by bus

Visit RijkZwaan China HQ in Jimo

Travel from Jimo North Railway Station to Jinan East (transfer at Qingdao North)

Hotel check-in Intercontinental Jinan City Center

Monday, 27 May 2024

G2G talk with Shandong Government & Business event with local government and companies

Official welcome banquet by Hebei Government

Site visit to potential WHC location in Jinan and local agricultural project

PZH Official Delegation with vice-governor Meindert Stolk

Westland / Business Delegation

PZH officials take G36 from Jinan West to Beijing South

Transfer from the train station to Kempinski Hotel Beijing Yansha Center

Business dinner in Jinan

Tuesday, 28 May 2024

Hotel check-out and transfer to Jinan West Railway Station.
Take train G1568 from Jinan to Dezhou

Visit local agricultural projects

Meeting with Dezhou Municipal Government, Agriculture Bureau and key agro-companies

End of Roadshow. Companies can choose to stay in Dezhou or arrange further travel.