

The Centre of Expertise Greenports is a partnership between four universities of applied sciences. The Centre was founded in response to demand for innovative products and applications from businesses operating in the Dutch Greenport regions. Knowledge development and diffusion are central to all Centre of Expertise activities with the purpose of reinvesting this knowledge in the education given by the participating institutions.

## OUR KNOWLEDGE HELPS YOU MOVE FORWARD

The Centre of Expertise Greenports has in-house expertise on new growing systems, health, market and logistics, and strengthening export and import positions. The advantage of the Centre is reflected in the mutual collaboration and joined forces to find solutions on:

# MARKET & LOGISTICS



### Green, Happy & Healthy

Green is more than just beautiful. The benefits of plants on human health used to be common knowledge, but seem to be forgotten by market and consumers. Students and a lector from HAS University and Inholland investigated initiatives and new market opportunities for healthy plant concepts.

### Market Surveys – Horticulture in China

China is producing the largest number of flowers in the world, but there is hardly any involvement from Dutch market players.

What is the current status of the Chinese production and distribution? Is China a competitor or a partner?

Students from Inholland investigate opportunities for Dutch producers of flowers and vegetables, traders and auctions in the various interesting parts of China.



## Workspace: Consumer, Market & Chains

How can horticulture improve its margin in a sustainable way? Part of the answer is in the market approach: a more demand-driven production, and a more responsive attitude towards consumer needs.

To support entrepreneurs who are working on chain innovation challenges, the Centre of Expertise Greenports and the Topsector Horticulture & Starting Materials have created the Knowledge Workspace Consumer, Market & Chains. In this workspace students, professors and entrepreneurs are working together, combining knowledge and insights from science and industry on the following topics:

- Market research
- Market intelligence
- Development of new PMC's
- Investigation of new collaboration opportunities
- Novel distribution concepts
- [your challenge here: let us know and join in!]



Are you interested in more information or a consult with one of our partners?  
Please fill in your contactdetails below and send this card in an envelope to:

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Organisation \_\_\_\_\_  
 Tel. \_\_\_\_\_  
 E-mail \_\_\_\_\_

Centre of Expertise  
 Att. Jan-willem Donkers  
 Rotterdamseweg 141  
 2601 DD Delft

Or send an e-mail to:  
[janwillem.donkers@inholland.nl](mailto:janwillem.donkers@inholland.nl)