

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:

STRONGER EXPORT & IMPORT POSITIONS

Maintaining and expanding strong positions requires strong and focused actions. It is evident that the low hanging fruit for import and export of agri products is already harvested. Finding new business opportunities requires nowadays intensive research covering financial, technical and legislative aspects of the international supply chain. It seems that finding new business opportunities has slightly drifted from a low cost/high gain to (at best) a high cost/high gain business activity.

We believe that we can support Greenport business in finding high gain international opportunities at reduced cost and thus reducing the business risk by:

- Projects, placements and thesis's executed by students and supervised by teachers/researchers
- Active involvement of international students in international research (i.e. Indian student on Indian market research, Chinese students on Chinese market research, etc)
- Active development of a business intelligence database within our education for sharing purposes

As an example, three projects that we recently have executed.

Market research in India

A Dutch grower wanted to investigate the market opportunities for his licensed perishable products in India. He was facing two major challenges. The first challenge was finding the niche market for his products. The second one was locating the best suitable production site. This project was executed by a team of Dutch and Indian students doing their thesis project. Dutch students had a focus on the business case.

The Indian students performed their research in India. Needless to say that Indian students have the best position in finding local information regarding market, legislation and production opportunities.





Sourcing opportunities for soft fruit in East Europe

A Dutch trader requested a research to find existing soft fruit growers to discuss importing options to the Netherlands. East European growers market is highly dispersed with a lot of small sized farmers and a large number of production sites that reach their end of the life-cycle. From a business point of view this situation could lead to a number of opportunities. However, from the research point of view it would require labor intensive research to investigate these opportunities. Together with our partner universities in East Europe we have developed a regional mapping of sourcing opportunities. Our partners gave us the local business knowledge that is a prerequisite to execute these kind of projects successful.

Investigate the power balance in the flowers supply chain in China

The flower industry is healthy and growing. A large number of Dutch companies are already tapping on these business opportunities. More and more companies are investigating their possibilities in the Chinese marketplace. In an booming market success might be easily achieved. However, to get even more out of your business, you really need to understand all aspects of a supply chain, not only the business incentives but also the even less tangible aspects. To grasp these aspects in a complex society as in China, you really need Chinese resources to get the full picture. Commissioned by a Dutch flower company already active in China, a team of Chinese students, strengthened by a team of Dutch/Chinese teachers/researchers, the power balance in a flower supply chain is investigated.

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:

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