



Jos Leeters



Eenmanszaak Bureau Leeters
Coöperatie HollandDoor



Internationale tuinbouw

- exportontwikkeling – handelsbevordering
- sectorstudies – marktonderzoek
- training – coaching – studiereizen
- matchmaking

NEDWORC
3 juni 2021



Your compass in horticulture and business

www.bureauleeters.nl



Market research

Sector studies, value chain analyses and feasibility studies to identify trends, developments, opportunities and bottlenecks



Export development

Developing a portfolio of products which are compliant with demand and requirements in target markets



Trade promotion

Developing and implementing marketing strategies, branding, trade fair participation, partner search and matchmaking



Training & Education

Coaching and training sessions, workshops and seminars to share knowledge and skills in horticulture and business




HollandDoor's services allow agricultural professionals to experience and learn from the Dutch agricultural sector and find the right business partners.

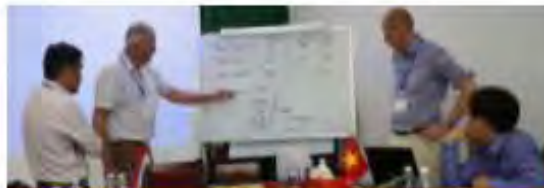
The Netherlands is the second largest exporter of agricultural products in the world. Supply chains are organized efficiently, based on strategic collaboration between stakeholders. Food safety and sustainability are core values. The Dutch agricultural sector welcomes professional visitors and gives them the opportunity to gain the knowledge and experience needed to play a role in the international world of safe food and sustainable agricultural products.

HollandDoor is your perfect partner. Our services are designed to help you to get knowledge, experience and business relations in the Dutch agribusiness. We provide tailored programs, geared towards your specific needs and interests. We cover each and every agricultural sector including horticulture, arable farming and animal husbandry, from the breeding process to final (export) sales.

www.hollanddoor.nl



 Study Tours

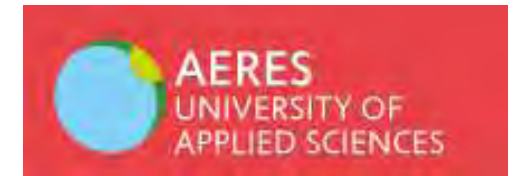


 Training Programs



 Business Matchmaking

Partners en opdrachtgevers



Tuinbouwbedrijfsleven in Nederland
veelal Westland, Aalsmeer, Venlo; veelal consortia

- zaden, jonge planten
- teelttechniek (kassen, teeltsystemen, automatisering)
- na-oogsttechniek (sorteren, verpakken, bewaren)
- handel (import & export): bloemen, planten, groenten, fruit



Profiel – criteria type consultant

- Persoonlijk netwerk
 - Inhoudelijke kennis en ervaring
 - Aantoonbaar track-record
 - Senioriteit
 - Regionaal
 - CV
 - Flexibiliteit vereist
- altijd
bijna altijd
soms



Trends (incl. Covid-19)

- Inhoudelijk
 - Meer kennisontwikkeling / training
- Tenders
 - vaker (internationale) aanbestedingen
 - minder vaak onderhands gunnen
- ZZP-er versus bedrijf
 - HollandDoor kan doorgaans wél partner zijn, Bureau Leeters niet altijd
 - HollandDoor wél toestemming om te reizen afgelopen jaar, Bureau Leeters niet