



TO WHOM IT MAY CONCERN

Our reference:

Date: August 24th 2011

Subject: Green Farming Trade Mission.

Dear Sir or Madam,

We would like to invite you to the **Green Farming Trade Mission** event to be held in The Netherlands as from **Monday 31st of October 2011 till Friday 4th of November 2011**. The event is organized by Green Farming.

Green Farming is a Dutch program that aims to develop sustainable production systems in co-operation with Kenyan partners that are economically and environmentally sound, and adapted to local conditions. The program Green Farming involves a joint representation of Dutch co-operating (complementary) companies that can offer a joint package of products, services including advisory and knowledge development, focussed on offering technical solutions for the sustainable development of Kenyan horticultural businesses. The 3-year program involves a set of activities on the level of business-to-business and government-to-government that will be corresponding to the 5 main themes of the program being water management, crop management, climate & energy, post harvest & logistics and research and knowledge transfer.

The emphasis for this trade mission will be on demonstrating what the Dutch horticultural sector has to offer to support the sustainable horticultural development in Kenya. The participants will be given the opportunity to meet potential business partners, enlarge their international network, investigate technological and commercial opportunities.

During this mission visits will be made to activities that are organized in the Hortiweek, including Horti Fair, IFTF, Flora Holland Trade Fair, and an international Horticultural Congress at Horti Fair (optional). Besides that, visits will be made to Wageningen University Greenhouse Horticulture and the Improvement Centre, the Flora Holland auction and a selection of Green Farming member companies to show the participants several aspects of the Dutch horticultural technology. A closed session with the Kenyan participants and Green Farming members will be organized, including (technical) presentations, discussions and matchmaking. The program will also take into account that participants will want to make some individual appointments by offering optional modules.



The upcoming trade mission will focus on giving the participants insights on sustainable technological solutions in horticulture related to the 5 being water management, crop management, climate & energy, post harvest & logistics and research and knowledge transfer. The exhibitions, company visits and seminars are intended at informing the Kenyan sector on activities, developments and opportunities in the horticultural sector on the one hand and gather the inputs of participants on the proposed matters for future follow up. During the period of the trade mission the attendants have the opportunity to meet with the Dutch delegation and join in the match making event.

Please find the attached subscription form and overview with information on the Dutch Green Farming members. **You are kindly requested to sign up for the trade mission by Friday 30th of September, 2011.** After receiving your subscription form we will contact you on individual wishes for the visiting program, the Green Farming members you wish to meet during match making and issues such as accommodation bookings and logistics. We are looking forward to welcome you at our trade mission.

On behalf of Green Farming.

Kind regards,

Francis Hoogerwerf
Green Farming Secretary



**SUBSCRIPTION FORM
GREEN FARMING**

**Please return before the 30th of September, 2011 to
Green Farming**
Att: Wies van Hal
Fax: +31 (0) 317 491 473
E-mail: info@greenfarming.nl

**Horticultural Trade Mission to The Netherlands
Horti Week October 31st 2011 to November 4th 2011**

- I would like to subscribe to the Trade Mission and I hereby agree to pay 175 Euros (250USD) upon receipt of the invoice, **or**
- I would like to receive more information on the Trade Mission

First Name : _____

Surname : _____

Function : _____

Name of company : _____

Post address : _____

Postcode : _____

Telephone : _____

Fax : _____

E-mail : _____

Website : _____

Core business : _____

Date: _____/_____/_____ **Signature:** _____