

To whom it may concern



Your letter of / Your reference	Our reference	Date
		September 5, 2011
Subject	Telephone number	E-mail address
Sustainable Sector Development Seminar	+31 317 491540	Jelle.posthumus@greenfarming.nl

Dear Sir or Madam,

We would like to invite you to the Green Farming seminar on **"Sustainable Sector Development"** for decision makers in Ethiopian horticultural sector. This seminar will be organized **Wednesday September 21<sup>st</sup> at 10:00 hrs** at location Horticoop Ethiopia PLC, **Debre Zeyt**. The seminar is part of the first trade mission of the program Green Farming to Ethiopia.

Green Farming is a Dutch program that aims to develop sustainable production systems in co-operation with Ethiopian 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.

During the seminar we would like to discuss the development needs of the Ethiopian horticultural sector with farm owners, higher farm management, the horticultural supply industry and representatives of the Ethiopian sector association and public departments. Besides that, the Green Farming program will be presented in more detail and we aim to assess concrete actions that Green Farming (members) can undertake to support sector development in Ethiopia. As an illustration of how Green Farming is operating in Kenya, a selection of Green Farming members will give a presentation how they are working together with farms on post harvest management and international developments in marketing.

After the seminar, Green Farming member Horticoop Ethiopia PLC will organize its Grand Opening starting from 13:00 hrs. You find the Invitation at the bottom of this letter.

We are looking forward to welcome you at our seminar Wednesday September 21<sup>st</sup> at 10:00 hrs at location Horticoop Ethiopia PLC, Debre Zeyt. You will find Horticoop Ethiopia PLC along the road from Debre Zeyt to Modjo on the left side, approximately 5km out of Debre Zeyt.

**You are kindly requested to inform us on your participation in the seminar by Saturday September 17<sup>th</sup>.**

On behalf of Green Farming  
Kind regards

Jelle Posthumus



**Invitation Grand  
Opening  
Horticoop Ethiopia  
PLC:**

**Wednesday 21st of September 2011**  
**Welcome at 13:00**  
**Start opening ceremony at 13:30**

**Location: Debre Zeit**  
**(on the road from Debre Zeit to  
Modjo;  
on left side approx. 5 km out of  
Debre Zeit )**



**HORTICOOP**