



**GREEN OPPORTUNITIES
WITH AN ORANGE TOUCH!**



**A cluster of companies for the Mexican & Central
American market**



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Agenda

1. COMPANY INTRODUCTION
2. WHAT PRODUCTS/SERVICES DO YOU OFFER?
3. PROBLEMS YOU DETECT IN MEXICO
4. SOLUTIONS YOU OFFER TO SOLVE THESE PROBLEMS
5. QUESTIONS AND GROUP DISCUSSION

COMPANY INTRODUCTION

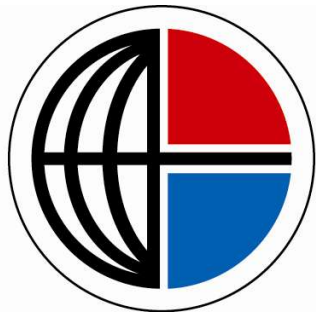
- **Verbakel Bomkas Greenhouse Technology**
- **Luiten Screening and Shading**
- **Zwirs-Knijnenburg Greenhouse Projects**
- **Benfried International**
- **Ton Luiten Technical Installations**
- **WHCA Consulting and Advice**

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INTERNATIONAL b.v.

Wingerden Horticultural Consulting Advice
Wingerden Horticultural Consulting Advice



VERBAKEL – BOMKAS
Greenhouse Technology



A&N LUITEN B.V.
SCHERMING-VERDUISTERING



Verbakel-Bomkas Greenhouse Technology



VERBAKEL – BOMKAS
Greenhouse Technology

- Greenhouses
- Heating systems
- Cooling systems
- Energy clusters
- Turnkey horti-projects
- Project management consultation

Greenhouse Technology



A&N Luiten Screening & Shading



A&N LUITEN B.V.
SCHERMING-VERDUISTERING

- Energy screening
- Shading systems
- Insect netting
- Container systems

Energy Screening & Shading



Zwirs-Knijnenburg Greenhouse Projects



- New greenhouses
- Reconditioned greenhouses
- Steel constructions
- Working sheds
- Garden centres
- Complete projects

Greenhouse Projects

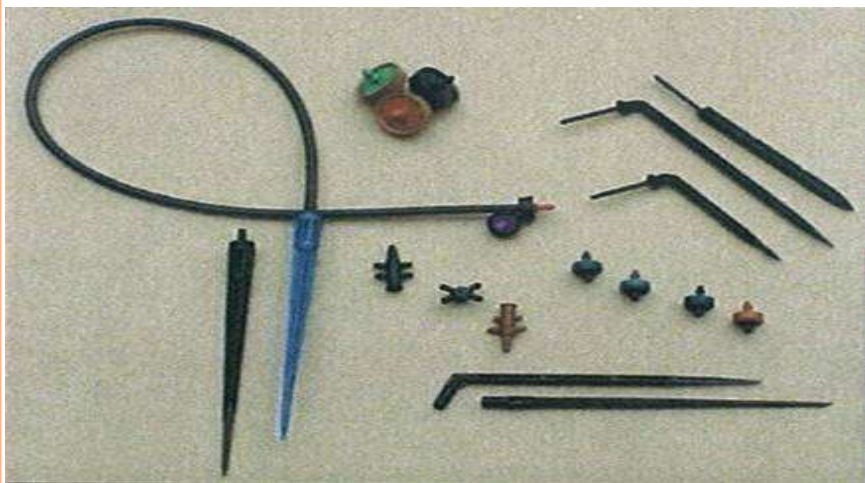


Benfried International

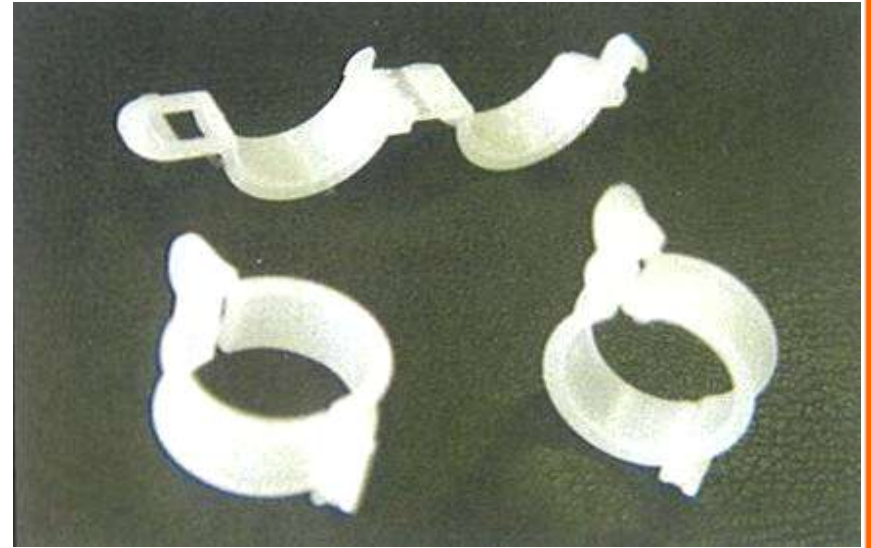
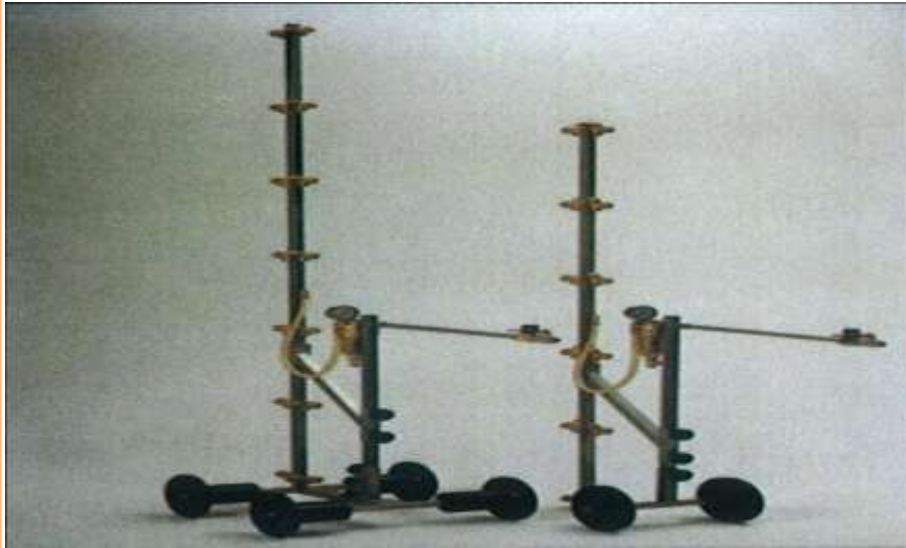


- Packaging
- Plastic films
- Groundcovers
- Fertilizers
- Shading paint
- Measuring equipments and tools
- Substrate: Multigrow®
- Crop supports
- High wire hooks
- Crop protection equipment
- Internal transport
- Cleaning equipment
- Growing systems
- Screening
- Assimilation light

Equipment etc



Equipment etc



Ton Luiten Technical Installations



- Irrigation
- Automation
- Feeding systems
- Computer systems
- Water control

Control



Wingerden Horticultural Consulting & Advice

- Crop Consultancy
- Crop Management Advice
- Labour Training
- Crop Protection Advice

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Why Holland Invernadero Total ?

- Combination of assets, know-how, technology and expertise
- Enormous international network
- Price-quality balance
- Combined input of the joint companies will result in a better product
- Service from A to Z and beyond

Potential Mexico

- Ample land available
- Enormous opportunities for export to US market
- Existing market for tomatoes, bell peppers and vegetables
- Growing demand for Dutch know-how
- Possibilities for high- and medium tech horticulture

PROBLEMS IN MEXICO

- Finance & security
- Investors involvement
- Lack of know-how and expertise concerning (high tech) horticulture
- Hit and run policy of foreign technological suppliers
- Planning of projects
- Lack of consistency (ex: growing medium)
- Customs requirements & customs agencies

What can we do for you ?

- Tailor-made horti-projects
- Customer care from A to Z and beyond
- Advice and consultancy during planning, construction and during actual growing process
- Constant feedback
- We have the full spectrum of possibilities
- Experience, know-how and expertise

Holland Invernadero Total

- Wants to become a reliable factor in the Mexican horticultural market
- Is looking for long term relationships
- Wants to be a trusted and reliable partner

Holland Invernadero Total

Your greenhouse from beginning
to end and beyond !!!

QUESTIONS?

