

## Participants List Trade Mission Mexico Guadalajara – Queretaro

### Netherlands

**1. Priva ([www.priva.com](http://www.priva.com)) / Mr. Niels van Rooyen**

Priva is a key player in the field of automated climate and process control, in the horticultural sector. The company has been active for several years now and participates together with Koppert and Rappel in education centre CEICKOR in Queretaro.

**2. Hoogendoorn ([www.hoogendoorn.nl](http://www.hoogendoorn.nl)) / Mr. Juan Gonzalez**

Hoogendoorn is noted for being the most innovative automation expert in glasshouse horticulture.

**3. AWETA ([www.aweta.com](http://www.aweta.com)) / Mr. Jose Gomez**

Aweta specializes in the development, production and sales of technologically comprehensive sorting and packing installations for fruit, vegetables and flowers. Mr. Quintana is based in Mexico and the company has a strong focus on developing the Mexican market further.

**4. Inverca ([www.inverca.es](http://www.inverca.es)) / Mr. Igor Chamorro**

Inverca, originally a Spanish greenhouse builder has been active in Mexico for quite some years now. In building greenhouse projects, they closely cooperate with Dutch providers such as Priva and Stolze Agro International.

**5. Besseling & All Techniek B.V. ([www.besseling-all.com](http://www.besseling-all.com)) / Mr. Rob Hoogeveen**

This company specializes in the production and installation of greenhouse cleaning machinery (esp. Roofmasters). They are now worldwide market leader in the delivery and installation of these machines and export worldwide. Mexico is a relatively new market, they cooperated before with Netafim to install their products at Hydrofoods in Queretaro.

**6. Lutgo Global B.V. ([www.lutgo.com](http://www.lutgo.com)) / Mr. Jan Meijer**

LUTGO Global, a subsidiary of the LUTGO Group, is the worldwide intermediary for middle and higher management positions and specialists, across the whole of the horticultural and agricultural industry. Internationally orientated candidates are matched to positions outside of The Netherlands, with the intention of optimizing the candidates' capacities and ambitions and giving companies the opportunity to make best use of their knowledge and skills. LUTGO Global places candidates in every part of the world.

**7. Nic. Sosef International ([www.sosef.nl](http://www.sosef.nl)) / Mr. Ben Sosef**

Nic. Sosef International supplies a wide range of commercial goods for international horticulture. We also advise, develop and supply custom technical systems which comply with your wishes and local conditions. We are working closely with greenhouse-construction and -heating companies. Nic. Sosef International can also take care of logistic documents, transport and expert installation.

**8. Ministry of Economic Affairs, Agriculture and Innovation ([www.mininv.nl](http://www.mininv.nl)) / Mrs. Leonora Hammer**

Mrs. Leonora Hammer represents the office of the Agricultural Counselor in Mexico. This office promotes the interests of the Dutch horticultural companies in Mexico and Cuba and assists Dutch companies in doing business in their working area.

**9. Holland Invernadero Total ([www.hollandinvernaderototal.com](http://www.hollandinvernaderototal.com)) / Mr. Phillippe Haack**

Mr. Phillippe Haack represents Holland Invernadero Total, a cluster consisting of 6 Dutch companies cooperating in offering turnkey solutions in Mexico and Latin America. Participating companies are: Verbakel Bomkas, Luiten Screening and Shading, Zwirs-Knijnenburg, Ton Luiten Technical Installations, Benfried International b.v., WHCA Consulting.

**10. Bureau Leeters ([www.bureauleeters.nl](http://www.bureauleeters.nl)) / Mr. Jos Leeters**

Bureau Leeters is a compass for companies and institutes in the international horticultural industry by providing consultancy and training in the field of their strategic and operational marketing, trade and chain processes.

Mr. Leeters also presents Van Hall Larenstein/Wageningen University during this mission.

**11. Hortimax ([www.hortimax.com](http://www.hortimax.com)) / Mr. Bram Vanthoor**

Hortimax provides hi-tech and basic solutions to horticultural operations of all sizes in the field of fertilization and climate control. Hortimax offers a suitable solution for virtually any application.

**12. Formflex ([www.formflex.nl](http://www.formflex.nl)) / Mr. Philippe Haack**

FormFlex is the worldwide specialist in the development and production of gutter systems for the horticultural industry.

**13. Patron Agri Systems ([www.patronagrisystems.nl](http://www.patronagrisystems.nl)) / Mr. Jonahatan Camarena**

Patron Agri Systems is part of the larger Patron Agri Systems Group whose core activity is to install technical installations in greenhouses.

**14. Hortiplan ([www.hortiplan.com](http://www.hortiplan.com)) / Mr. Kurt Cornelissen**

Hortiplan is a trustworthy installation company, guaranteeing quality and sustainability for modern enterprises in horticulture.

## **Mexico/The Americas**

**15. Village Farms ([www.villagefarms.com](http://www.villagefarms.com)) / Mr. Francisco Acosta**

Village Farms is the premier grower and marketer in North America of branded, finest quality, hydroponic greenhouse grown produce.

**16. Valle Alto ([www.prolamsa.com](http://www.prolamsa.com)) / Mr. Nicolas Camacho**

Valle Alto is a large scale sweet pepper producer in Mexico which exports to the USA.

**17. Savoura ([www.savoura.com](http://www.savoura.com)) / Mrs. Isabelle Prevost**

Savoura is a large scale tomato producer (on hydroponics) from Quebec, Canada.