

Netherlands trade mission to Ethiopia

22 – 26 March 2026



Netherlands

Index

Foreword Ambassador Chistine Pirene	5
Foreword Counsellor Alwin Quispel	6
Foreword Mission Leader Freek Vossenaar	7

[The Netherlands](#)

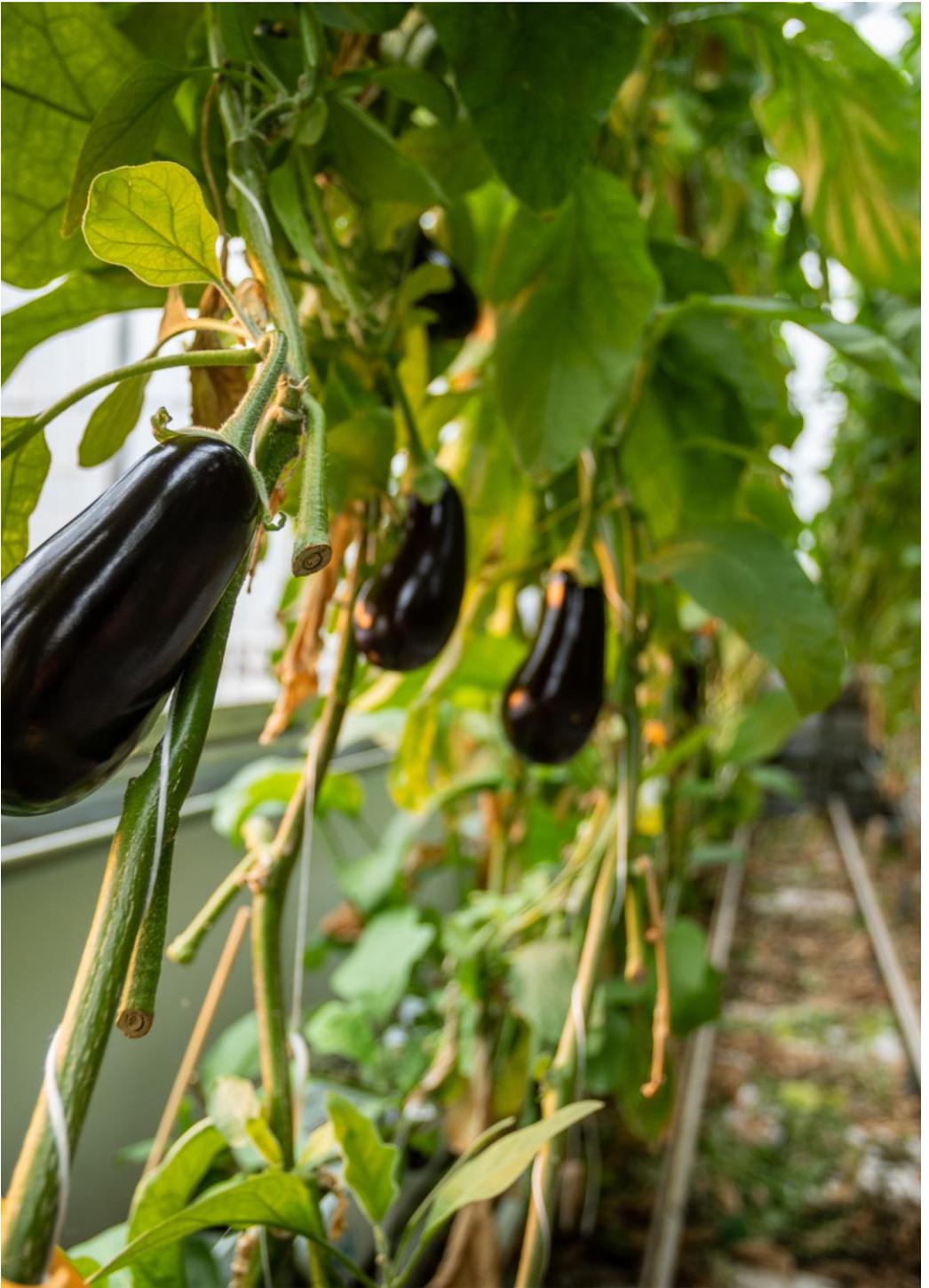
Map of the Netherlands	10
Introducing the Netherlands	11
Worldwide Ranking	12
Facts & Figures	13
Ethiopia and the Netherlands: Partnering up for food security	14

[Company profiles](#)

AgrowSer - VDH Foliekassen	18
Biota Nutri	19
Celtic Cooling	20
Control Union Ethiopia	21
Florius	22
Green Products	23
Hippotainer	24
Invest International	25
JobnetAfrica	26
Lumiforte EMEA	27
Netherlands Food Partnership	28
PATS	29
Pluss Advanced Technologies	30
Rabobank	31
Royal FloraHolland	32
Partners	34
Dutch Greenhouse Delta	35
TRAIDE	36

[Contact details](#)

Embassy of the Kingdom of the Netherlands	39
Agriculture, Fisheries, Food Security and Nature	



Foreword

Chistine Pirenne



It is a pleasure to welcome you to Ethiopia for this horticulture and agrologistics Trade Mission. The relationship between Ethiopia and the Netherlands spans this year already a century of economic engagement and longstanding diplomatic ties. Today, it is reflected in active trade flows, private sector investment, development collaboration, and ongoing policy dialogue.

Trade figures show meaningful economic exchange: in recent years Ethiopia's exports to the Netherlands have been significant, with horticultural and floriculture products, and coffee, being among the leading categories. Dutch exports focused on high-quality agricultural inputs, machinery, and technology. The bilateral trade balance between our countries is one of the few where Ethiopia maintains a positive position with the Netherlands. There are currently around 100 Dutch companies investing in Ethiopia, reflecting the opportunities and continued commitment of Dutch partners to Ethiopia's market and growth potential.

The government of the Netherlands has been adjusting its international cooperation policy stronger towards serving interests. Interests that connect both our countries, including Dutch private sector development in a predictable and transparent business climate. We believe that private investment & trade, innovation, and competitive value chains can, amongst others, contribute to a transformation towards a sustainable and prosperous economic growth. In our development cooperation, engagement with the private sector is of the essence. Strengthening links between Dutch expertise and Ethiopian enterprise also promotes scalable solutions, job creation, and market development that benefits both countries.

This trade mission brings together a broad range of Dutch private sector actors whose expertise aligns with these needs. I am pleased to see strong interest in exploring opportunities here, at a time when the country is navigating a context of ongoing national adjustments. Your presence signals that there remain opportunities for partnership, cooperation, and mutual learning.

I trust this mission will contribute to a deeper understanding of the Ethiopian context and help identify practical areas for collaboration. And potentially a collaboration with our ongoing developmental cooperation programmes. I wish you a productive and successful visit. May this mission mark the beginning of new ventures, new partnerships, and strengthened commercial ties between our horticulture and agricultural sectors.

Chistine Pirenne Ambassador
Embassy of the Kingdom of the Netherlands to Ethiopia

Foreword

Alwin Quispel



I am very pleased to welcome you to Ethiopia for this trade mission on horticulture and agrologistics. On behalf of the Embassy of the Kingdom of the Netherlands and the Ministry of Agriculture, Fisheries, Food Security and Nature (LVVN), I wish you a productive and insightful visit. We look forward to seeing new business initiatives take shape, new partnerships emerge, and existing collaborations further strengthened.

Agriculture remains the backbone to Ethiopia's economy. The sector contributes roughly one third of GDP, provides employment to a large share of the population, and plays a vital role in export earnings. Over the past two decades, horticulture, especially floriculture, has developed into one of the country's most dynamic and internationally competitive sub sectors. Ethiopia is now among the leading flower exporters to Europe.

At the same time, there is growing ambition to further strengthen the fruits and vegetables sector. Therefore, presenting you as part of the Dutch diamond horticulture ecosystem is highly relevant for Ethiopia. The country is not only seeking growth in production volumes, but also improved efficiency, resilience to climate variability, better post-harvest handling, and stronger integration into global markets. This is where collaboration between Dutch expertise and Ethiopian ambition can create meaningful results.

Together with our partners, we have worked to design a program that responds to your diverse objectives, whether exploring market entry, identifying investment opportunities, forming partnerships, or deepening existing engagements. We hope the program will help you better understand the Ethiopian business environment and identify concrete areas for cooperation. This year also marks more than one hundred years of trade relations between Ethiopia and the Netherlands. In horticulture, this relationship has translated into investment, job creation, knowledge exchange, and increased trade flows that benefit both countries.

I encourage you to use this mission strategically. Engage openly, explore opportunities beyond immediate transactions, and take the time to understand the broader sector context. For those visiting Ethiopia for the first time, I hope this mission offers valuable insight into a fast developing and opportunity driven sector. For those who already know the country, I trust this visit will allow you to deepen existing relationships and explore new areas of engagement.

Alwin Quispel
Counsellor for Agriculture and Nature
Embassy of the Kingdom of the Netherlands

Foreword

Freek Vossenaar



It is a great honor to serve as Mission Lead on behalf of Dutch Greenhouse Delta for this horticultural and (agro)logistics trade mission to Ethiopia. This mission brings together a strong delegation of Dutch companies and knowledge institutions, united by the ambition to contribute to sustainable growth and long-term collaboration within Ethiopia's rapidly developing horticulture sector.

Ethiopia has emerged as one of Africa's key horticultural markets, particularly in floriculture, vegetables, and young plant production. With its favorable climate, strategic location, and a growing focus on export-oriented agriculture, the country offers significant potential for modern greenhouse technologies, efficient water use, high-quality substrates, improved genetics, and integrated crop management.

At the same time, Ethiopia faces clear challenges related to water efficiency, productivity, skills development, and the transition from traditional to more controlled and resilient production systems.

These challenges align closely with Dutch expertise. The Netherlands is internationally recognized for its integrated approach to horticulture, combining technology, data-driven production, training, and sustainable business models. This mission therefore provides a valuable opportunity to strengthen bilateral relations, share practical knowledge, and explore partnerships that support food security, economic development, and responsible investment.

I encourage all participants to engage openly, build lasting connections, and approach this mission with curiosity and commitment. I wish you all a productive, inspiring, and successful mission!

Freek Vossenaar
Mission Leader
Dutch Greenhouse Delta

The Netherlands

The Netherlands



Locations

- 1. Amsterdam (and Airport Schiphol) |
- 2. Arnhem | 3. Assen | 4. Breda |
- 5. 's Hertogenbosch | 6. Eindhoven |
- 7. Enschede | 8. Groningen | 9. Haarlem |
- 10. The Hague | 11. Leeuwarden |
- 12. Lelystad | 13. Maastricht |
- 14. Middelburg | 15. Rotterdam |
- 16. Utrecht | 17. Zwolle |

Introducing the Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and

open to new challenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



The Netherlands your partner in sustainable solutions

Worldwide rankings

1st

Largest flower exporter
(Source: OEC, 2022)

3rd

Largest exporter of agricultural products in the world
(Source: WUR/CBS, 2023)

4th

Largest importer of goods in the world, 842.05 billion US dollars
(Source: Statista, 2023)

4th

Largest exporter of goods in the world, 934,57 billion US dollars
(Source: Statista, 2023)

4th

Leading economy worldwide by Foreign Direct Investment (FDI) inward stock, 2,86 trillion US dollars
(Source: Statista, 2023)

6th

Greatest place to live
(Source: World Happiness Report, 2024)

7th

on the Global Innovation Index
(Source: WIPO, 2023)

9th

on the World Competitiveness Ranking
(Source: International Institute for Management Development, 2024)

Facts & figures

Official name:
Kingdom of the
Netherlands

Capital:
Amsterdam

Seat of government:
The Hague

Form of government
Parliamentary
democracy (cabinet
of Prime Minister and
Ministers) within a
constitutional
monarchy

Head of State:
His Majesty King
Willem-Alexander,
King of the
Netherlands,
Prince of Orange-
Nassau

Location:
Western Europe
bordering Germany,
Belgium and the
North Sea

Administrative structure:
The kingdom consists of four countries: the
Netherlands on the European continent and three
countries in the Caribbean: Aruba, Curaçao, and
St. Maarten.

Special municipalities
The overseas islands of Bonaire, Saba and
St. Eustatius, all three of which are located in the
Caribbean.

Surface area

41,543 km²

Number of inhabitants (2024):

18 million

Monetary Unit:

Euro

Languages:

Dutch, Frisian and on the
overseas islands also
English and Papiamentu

GDP per capita
(World Bank, 2024):

57,800 US dollars

Number of provinces:

12

Number of inhabitants
per km² (2024):

533

Unemployment rate
(CBS, 2024):

3.7%

English speaking Dutch
people:

90%

Ethiopia and the Netherlands:

Partnering up for food security

Around the world, food systems are under pressure. Climate change, water scarcity, rising costs, and rapid population growth make it harder to produce enough healthy food. These global challenges affect us all. They require cooperation across borders and practical solutions that work on the ground.

In Ethiopia, horticulture plays an important role in economic growth, job creation, and export development. The sector is dynamic and full of opportunity. At the same time, there is a clear need for sustainable greenhouse production, efficient irrigation, reliable seeds, better logistics, and strong cold chain solutions. Access to knowledge and technology remains key to further growth.

As the Netherlands, we are committed to contributing to global food security together with international partners. We have experience in greenhouse horticulture, seed development, water management, agrologistics, and energy-

efficient production. Through this mission, we aim to connect businesses, knowledge institutes, and government partners to explore concrete cooperation in these areas.

Strengthening horticulture and agrologistics together

This mission focuses on horticulture in a broad sense. It includes greenhouse technology, irrigation systems, seeds, sustainable inputs, cold chain development, and smart logistics. It also connects to events such as HortiFlora, where international and Ethiopian companies meet and exchange ideas.

Ethiopia brings strong local knowledge, a growing market, and an entrepreneurial spirit. The Netherlands brings technical expertise and practical experience. By combining these strengths, we can improve productivity, reduce losses after harvest, use water and energy more efficiently, and support resilient value chains.



This mission builds on a long-standing relationship between our countries. In 2025, Ethiopia and the Netherlands mark 100 years of trade relations. As this milestone is celebrated, the mission offers an opportunity to deepen cooperation in horticulture and agrolistics and to strengthen the partnerships that have grown over many years.

Let us take this opportunity to listen, share, and invest in long-term partnerships. And let's continue farming the future together!

Company Profiles



Eric van der Klauw
CEO
evdklauw@foliekassen.com

AgrowSer - VDH Foliekassen

AgrowSer - VDH Foliekassen is a leading specialist in the design, production, and construction of innovative, high-quality foil greenhouses for professional horticulture worldwide. Combining advanced Dutch engineering with hands-on grower expertise, the company delivers intelligent, efficient, and easy-to-build greenhouse solutions that generate measurable commercial value.

From practical tunnel greenhouses to fully customized multi-span structures, each project is precisely designed to meet specific climate conditions, crop types, budgets, and operational objectives. Every greenhouse is engineered to optimize light transmission, ventilation, and structural durability, ensuring reliable performance under diverse and challenging conditions.

Through collaboration with carefully selected local production partners, AgrowSer - VDH Foliekassen combines international know-how with regional flexibility. Headquartered in the Netherlands and operating worldwide, we support growers with durable greenhouse solutions that enhance productivity, sustainability, and return on investment. We do not just build greenhouses; we build profitable and sustainable horticultural businesses.

Products and Services Offered:

- Design, production, and construction of foil greenhouses
- Tunnel greenhouses
- Multi-span greenhouse structures
- Fully customized greenhouse solutions based on climate, crop, budget, and business objectives

Integrated systems that can be incorporated into the greenhouses include:

- Insect screens
- Shading systems
- Suspended growing gutters
- Heating systems
- Climate control systems

Unique Selling Points:

AgrowSer - VDH Foliekassen combines advanced Dutch engineering with practical grower expertise to deliver efficient, easy-to-build greenhouse solutions that generate measurable commercial value. We focus on quality, innovation, optimized climate performance, fast installation, and long-term partnerships.

Profile of Commercial Contacts Wanted

We seek local industrial suppliers, a commercially strong local sales representative familiar with the Ethiopian horticultural market, and galvanizing and steel construction partners. Additionally, we want to connect with horticultural producers in Ethiopia who cultivate plants, cuttings, or flowers for export and require reliable, high-quality greenhouse solutions.

AgrowSer - VDH Foliekassen

Coenecoop 450
2741 PR Waddinxveen
The Netherlands
www.agrowtec.com/
www.foliekassen.com



Nicole Kalkman
Senior Account Manager -
Africa
Nicole@biota.nu

Biota Nutri

Biota Nutri is an organic fertiliser producer based in the Netherlands. We sell our 100% organic, plant-based fertilisers all over the world, making the growing world more sustainable, one farm at a time. We are now expanding more into the African market, with Ethiopia being one of the new potential markets we would like to enter.

Products and Services Offered:

- 100% organic, high quality, liquid fertilisers
- Technical advice from our fertigation expert

Unique Selling Points:

- Plant-based fertilisers good for both farmers' yield, soil life and the planet
- A very wide range of single nutrient fertilisers, for specific farm needs
- Fertilisers suitable for both irrigation systems and foliar application
- Tailored fertigation advice from our technical team

Profile of Commercial Contacts Wanted

Looking for either (medium-large export oriented) farms willing to grow with our products, or distributors interested in distributing our products in Ethiopia.

Biota Nutri

Veenderveld 55A
2371 TT Roelofarendsveen
The Netherlands
www.biota.nu



Chiel den Ouden
Director
chiel.denouden@celtic.nl



Fikru Bekele
General Manager – Celtic
Ethiopia
gm.ethiopia@celtic.nl

Celtic Cooling

Celtic Cooling is an international provider of industrial refrigeration and cooling solutions, specializing in the design, engineering, installation, and maintenance of cold storage, freezer, and process-cooling systems. Operating from the Netherlands with a strong presence in Europe and Africa, the company delivers reliable, energy-efficient solutions tailored to client needs. With offices in the Netherlands, Kenya, Ethiopia, and Ghana, our team of around 40 employees and 25 years of experience combines Dutch engineering expertise with strong local presence.

Celtic Cooling serves a diverse client base including food processors, exporters, agribusinesses, logistics operators, and industrial companies, combining European engineering standards with local execution and after-sales support.

Products and Services Offered:

- Cold rooms and freezer rooms
- Industrial refrigeration systems
- Process cooling solutions
- Commercial and industrial air conditioning
- Turnkey installation and commissioning
- Maintenance and technical support

Unique Selling Points:

- European engineering expertise
- Strong cold-chain and food-sector experience
- End-to-end project delivery
- Local presence with international standards

Profile of Commercial Contacts Wanted

Companies and partners seeking cold storage, food processing, logistics, or industrial cooling solutions, particularly those expanding between Europe and Africa.

Celtic Cooling

Bethlehemlaan 4
2181 HN Hillegom
The Netherlands
www.celtic.nl



Kalkidan Wubie
Managing Director Control
Union Ethiopia
kwubie@controlunion.com

Control Union

Control Union Certification is a leading and internationally recognized independent inspection and (ISO 65, EN 45011 and ISO 17020/1) accredited certification body. CUC is part of the Peterson Control Union group, established in 1920, and now employ more than 8,000 professionals in more than 80 countries worldwide. Originally focused on agriculture, we have now specialized in sustainability, food, feed, textiles, energy, and industrial inspections, helping clients secure supply chains.

Our operation in Ethiopia includes inspection and certification service provision for different agricultural and industrial sectors.

Products and Services Offered:

- Testing services
- Inspection Services
- Certification services

Unique Selling Points:

CUC offers a GLOBAL one-stop-shop for a wide range of certification programs. Our certificates are accepted by authorities in nearly every country. CUC is accredited to inspect and certify over 100 standards.

Profile of Commercial Contacts Wanted

Looking for companies that might be interested in expanding their business from Ethiopia to the Netherlands through export of their agricultural products.

Control Union
Boompjes 270
3011 XZ Rotterdam
The Netherlands
www.controlunion.com



Bas Vloet
Director
bas@floriusflowers.com



Raphael Joly
Country Coordinator at
Abyssinia Flowers
office@abyssiniaflowers.com

Florius Flowers
Simon Homburgstraat 19
5431 NN Cuijk
The Netherlands
www.floriusflowers.com

Florius

Florius supplies a wide-ranging variety of summer flowers grown in our farms in the highlands of Kenya, Ethiopia, and Colombia. Our activities in the Netherlands comprise flower breeding, auction distribution and supply chain management services. The Florius Groups client portfolio is diverse, comprising international auctions, and market wholesalers worldwide.

With over 30 years of experience in cultivating flowers, we keep our standards and quality high. The whole process—from initial production to the final vase—is closely monitored to guarantee the best flowers on the market.

Products and Services Offered:

- Hypericum Coco: Beauty and vase life longevity – that's what makes our Hypericum “extra” special.
- Smart Veronicas: With its superior quality and vibrant look, Smart Veronicas bring elusive colour that makes them the perfect filler for any kind of bouquet.
- Other flowers: Discover our newest range of bouquet fillers and fragrant flowers.
- These flowers are cultivated with high standards of methods and procedures that ensure they are always fresh, healthy, and possess a vase life that lasts longer than any other flowers.

Unique Selling Points:

Florius Group has a fully vertically integrated model that covers the entire value chain. By managing everything in-house—from R&D and seed development to large-scale production, integrated supply chain logistics, and IT systems—we maintain absolute control over quality and timing. This seamless approach allows us to leverage nearly 30 years of expertise to deliver premium, long-lasting flowers to a diverse international portfolio of wholesalers.

Profile of Commercial Contacts Wanted

Our established operations in Ethiopia continue to yield positive results, reflecting the dynamic nature of the country's current economic landscape. As we look forward, we remain open to assessing opportunities that align with the region's ongoing development.

GreenProducts



Anna Leenheer
Commercial Consultant
Anna.Leenheer@greenproducts.nl

Green Products

Green Products produce premium paperpots with 100% homogeneously filled substrates customized. For optimal, fast and equal growth of young plants. With GreenPlugs you choose a complete and reliable growing system that always delivers, requires less work and saves space. Throughout the entire growing process, Green Products' specialists will assist and advise you.

The customers are in many different countries, with a clear focus on Europe and North America. We also do business with various young plant propagators in Africa, such as Ethiopia, Kenya, Uganda, and Tanzania. Production takes place in Kampen, where approximately 35 people are employed. The plugs are mainly used for rooting cuttings and are also suitable for seeds.

Products and Services Offered:

GreenPlugs (paperpots) are available in all diameters, from 13 up to and including 29 mm, and lengths ranging from 22 to 120 mm, with or without plant hole. In various sizes of trays or bulk boxes.

Unique Selling Points:

- Cigar and Cigarette techniques. The consistent quality of a good cigar! Thanks to our unique filling method, our plugs are filled homogeneously across different batches.
- Ready for use. Pre-drilled and pre-moised plugs for easy planting.
- Small diameter plugs. This makes it easy to achieve initial rooting on our plugs, after which the young plants can be placed in a plug-in-plug system. Due to the small diameters, the roots develop quickly and the small volume of substrate is suitable for worldwide shipping without excessive transport costs.
- GreenPlugs are filled with the best possible composition of organic and natural components, fully tailored to the chosen crop type, your demands and working methods.
- 100% dustfree. Fully dust-free plugs from Swedish block-cut peat. This means the capillaries remain open for optimal water and air flow, without precipitation and mud puddles.
- Save time and money. Faster growth cycles, thanks to quick root development. Up to 15 percent faster!
- Advice on the entire cultivation process. We advise our customers not only on paper pots, but on their entire cultivation process.

Profile of Commercial Contacts Wanted

Looking for companies who are propagating youngplants.

Green Products
Ertstraat 3
NL 8263 BN Kampen
The Netherlands
www.greenproducts.nl



Jort Maarseveen
CEO
jort@hippotainer.com

Hippotainer

Hippotainer specialises in modular Controlled Environment Agriculture (CEA) systems built inside shipping containers. Originating from Wageningen's leading knowledge base in horticulture and food systems, we blend academic expertise with hands-on know-how in fresh production and venture development.

Our container farms integrate advanced hydroponics and climate control to deliver consistent growing conditions independent of soil, weather, or location. Our systems play an important role in the horticultural value chain by enabling high-performance seedling production. Our systems are also ideal for cultivating a variety of vegetables and herbs from seed to harvest.

Seedlings determine a large part of final yield and quality. Hippotainer enables growers and nurseries to produce uniform, vigorous, disease-free seedlings and young plants with stable scheduling and traceable quality. This creates a dependable source of premium starting material for commercial horticulture, reducing crop failure risk, improving consistency, and strengthening supply continuity.

Products and Services Offered:

- Modular CEA systems for productions of high quality fresh, year-round greens. Could be used for urban applications.
- Seedling production systems, possibility to include grafting options
- Supply-chain resilience & innovation feasibility analysis and consultancy.

Unique Selling Points:

- Turnkey and modular systems, high-tech made practical.
- Full-solution delivery: integrated hardware + software, plus training and ongoing operational support.
- Context-dependent flexibility: configurable crop strategy and set-up based on local demand (wide crop range / adaptable operation).
- Resource-efficient closed-loop systems: major reductions in inputs (incl. >98% less water) and minimal waste.

Profile of Commercial Contacts Wanted

- Nursery operators & growers (or farmer corporations) seeking high-quality and uniform seedlings
- Hospitality & food service buyers looking for consistent, year-round supply of premium greens and herbs
- Public sector/institutional stakeholders focused on innovation and food-security.

Hippotainer
Bronland 10
6708 WH Wageningen
The Netherlands
www.hippotainer.com

Invest International



Sophie van Hoof
Dutch Desk Manager
Sophie.vanhoof@invest
international.nl

Invest International

Invest International invests in Dutch solutions for global challenges. We offer tailor-made financing and project development expertise for international projects. Invest International is a private company financed by public means. The company opened its doors in October 2021, in The Hague. Shareholders are the Dutch Ministry of Finance (51%) and Dutch Entrepreneurial Development Bank, FMO (49%). We provide capital solutions for companies and investment funds whose international activities contribute to realizing the Sustainable Development Goals (SDGs). For governments in emerging economies, we make funds accessible for infrastructure projects. We also provide project development capacity. In combining these, we support projects at every stage of their maturity making use of all funding sources at our disposal.

Products and Services Offered:

Invest International finances and supports Dutch companies developing impactful projects abroad. We provide loans, equity, guarantees, and project preparation funding, helping structure and de-risk investments. With strong expertise in emerging markets, including East Africa, we work with businesses, governments, and financiers to turn sustainable, scalable ideas into bankable projects that promote economic growth and international cooperation.

Unique Selling Points:

Invest International blends public impact ambition with private-sector financing expertise, enabling support for higher-risk, high-impact projects. With flexible instruments, strong agricultural and emerging-market knowledge, and local partnerships, we unlock sustainable opportunities that strengthen development, create jobs, and deepen long-term Dutch trade relations.

Profile of Commercial Contacts Wanted

Looking for Dutch companies that are starting or expanding their business abroad.



Sahil Bissoon
Business Development
Specialist
sahil@jobnetafrika.com



Benjamin de Jonge
Business Development
Specialist
benjamin@jobnetafrika.com

JobnetAfrica

JobnetAfrica is a Dutch-owned firm that operates throughout the African continent, supporting clients with specialist recruitment services across several sectors. One of our core sectors is agriculture, specifically supporting organizations in the protected horticulture space, predominantly in Ethiopia and Kenya. Our team delivers talent solutions that align with strategic growth and operational demands.

At our core, we are relationship-driven and market-focused, positioning ourselves not just as recruiters, but as long-term partners to businesses shaping Africa's next phase of development.

Products and Services Offered:

Our service offering includes executive search, retained recruitment, and project-based talent acquisition support. Jobnet Africa's client portfolio is diverse, comprising multinational corporations, mid-tier operators, project developers, emerging market entrants, and investment-backed enterprises operating across Africa and beyond.

Unique Selling Points:

- **Africa-Focused Specialists** – Deep expertise across agriculture, mining, energy, construction & infrastructure, and logistics markets.
- **Executive & Hard-to-Fill Expertise** – Proven track record in senior leadership, expatriate, and niche technical placements.
- **Pan-African & Global Reach** – Strong regional networks supported by access to international and diaspora talent pools.
- **Partnership-Led Approach** – Relationship-driven model aligned to long-term business strategy, not transactions.
- **Commercial & Operational Insight** – Recruitment grounded in understanding risk, growth, and performance impact.
- **Cultural & Strategic Alignment** – Focused on leadership fit, resilience, and long-term success, not just technical skill.

Profile of Commercial Contacts Wanted

Looking for companies that might be interested in expanding their business from Europe to Africa and vice versa.

JobnetAfrica

World Recruitment Centre
(Pty.) Ltd.
2 Malherbe Street
7690 Franschhoek
South Africa
www.jobnetafrika.com



Hidde Huisintveld
International Business
Development Manager
Hidde.Huisintveld@Lumiforte.com

Lumiforte

We produce products for greenhouse cultivation that help growers protect their crops and greenhouses against too much light and heat. The goal is to safeguard optimal production regardless of local conditions.

In the sports sector we score with our wear-resistant line marking products and accompanying machinery. For the industry- and tertiary sector, we developed a special roof cooling coating. All of our coatings meet the highest quality standards.

Products and Services Offered:

- Cropshader Orchard, our starch-based, biodegradable, and highly reflective liquid shading solution designed to give outdoor growers a smarter, more sustainable way to protect sensitive crops. Cropshader safeguards fruit and foliage against heat stress and sunburn during, helping maintain both quality and yield.
- The ReduSystems products control the amount of natural light and heat to create an optimal greenhouse climate in every season. Focused on the crop's needs, the ReduSystems products provide light diffusion, the reflection of heat radiation or a change to the light spectrum.
- Sudlac shading products provide effective, reliable protection against direct sunlight radiation. The different lengths of protection provided by the various Sudlac coatings make it possible to continuously anticipate local weather conditions.

Unique Selling Points:

- Coatings for glass, plastic and poly greenhouses
- On/Off coatings and temporary coating
- First starch-based Orchard coating

Profile of Commercial Contacts Wanted

Looking for companies that might be interested in distributing our coatings and CropShader to the professional Horticulture market in Ethiopia.

Lumiforte EMEA
Geerstraat 8
511 PS Baarle-Nassau
The Netherlands
www.lumiforte.com



Marjan Riepma
Partnership Builder
mriepma@nlfoodpartnership.com

Netherlands Food Partnership

The Netherlands Food Partnership (NFP) is a network organisation that connects Dutch and LMIC partners to build multi-stakeholder partnerships for healthy diets and sustainable, equitable food systems.

Using a multistakeholder approach, convening public, private, knowledge and civil society sectors, we broker connections, organise joint learning, and co-design actionable agendas around specific food system challenges.

Our 2026 portfolio of support includes partnerships on food system transformation in relation to: food losses, salinity, poultry, insect proteins, dairy, sustainable inputs, biodiversity, true pricing, finance and (inter)national food policy. NFP is the proud convenor of the annual World Food Day in the Netherlands.

Products and Services Offered:

- SeedNL partnership: NFP hosts SeedNL, supporting international collaboration and strengthening sustainable seed sector development.
- Partner in YEP Agrofood: a program that gives young Dutch and national young professionals the chance to kick-start their international careers by working with Dutch organisations.
- E-course on Food Systems: NFP runs the 2026 e-course, engaging professionals from various (Ethiopian) organisations to enhance knowledge exchange on food systems.

Unique Selling Points:

- Convening over 30 unique partnerships related to food systems transformation.
- Involving 400+ organisations across more than 25 countries working on food system transformation and food security.
- Provide support for the development phase of a partnership by matchmaking and network facilitation.

Profile of Commercial Contacts Wanted

In Ethiopia, NFP aims to expand its portfolio with new partnerships. We are interested in transformative leads on food loss (agrologistics), biodiversity, healthy diets and other emerging topics.

Netherlands Food Partnership

Arthur van Schendelstraat
500
3511 MH Utrecht
The Netherlands
www.nlfoodpartnership.com



Bram Tijmons
CEO, founder
bram@pats-drones.com

PATS

PATS operates in 25+ countries and supports greenhouse growers with pest management practices. Our activities focus on developing and deploying autonomous monitoring and control systems for flying insect pests in high- to low-tech horticulture. The PATS client portfolio is diverse, comprising leading international greenhouse operators, propagators, and biological crop protection partners. Crops we cover include floriculture, ornamentals, vegetables, herbs and fruits.

In East-Africa, PATS is strongly focused on improving False Codling Moth (FCM) management in roses and strengthening integrated pest management programs. By combining real-time monitoring, data-driven insights, and automated control through PATS-C, we help growers reduce crop losses, limit chemical interventions, and comply with strict export requirements for international markets.

Products and Services Offered:

We offer two monitoring solutions that cover all flying insects in greenhouse settings.

- PATS-C: An autonomous in-greenhouse system that detects, tracks, and controls flying moths 24/7. It provides early warning and targeted control of pests such as False Codling Moth (FCM), reducing chemical use and supporting export compliance.
- Trap-Eye: An automated sticky trap monitoring system that digitizes insect scouting. It delivers real-time pest insights, reduces manual labor, and strengthens data-driven IPM programs.

Unique Selling Points:

- Fully autonomous, 24/7 monitoring and control of flying pests, combining real-time detection with direct intervention (PATS-C) and automated scouting (Trap-Eye).
- Proven performance in managing False Codling Moth (FCM) in roses, supporting export compliance and reducing chemical dependency.
- Timely detection and prediction of pest stages to help growers plan biological interventions perfectly.

Profile of Commercial Contacts Wanted

PATS is looking to connect with horticultural production companies, independent of crop type, who aim to elevate their Integrated Pest Management (IPM) practices and reduce production risks. We are particularly interested in partners focused on export markets, high phytosanitary standards, and data-driven crop protection strategies.

PATS

Delftechpark 26
2628 XH Delft
The Netherlands
www.pats-drones.com



Pluss Advanced Technologies

We are a solutions provider for PCM thermal storage solutions for the agro-food cold chain, pharma logistics and building industry. With our 18+ year of experience in the field we have created 67 different Phase Change Materials for heat or cold applications ranging from minus 75°C to plus 89°C.



Jan van Acquoij
Managing Director
Jan@plussat.eu

For cold chain and agro-food we offer high-end PCM and related packing solutions to keep products at the correct and desired temperature during the trip from farm to fork. PCM can be used with all types of perishable goods, including fresh flowers, meat, fish, and soft fruits.

Products and Services Offered:

We offer various applications to keep produce cold without the need of electricity or diesel:

- Himacool – an off grid Solar Powered cold-storage that can store 5 or 10MT of fresh produce
- Prongo – a last mile delivery solution for urban areas. PCM panels will be charged and can keep products at the correct temperature for a long time
- Electric Reefer Truck – trucks and trailers are usually cooled with a diesel power condensers. With Pluss PCM's in an active plate, a truck or trailer can be pre-cooled at night by electricity and run passively at 3 to 8dgr or -21dgr during the day.
- Aguun Dryer – this dryer uses solar pipes to store the heat from the sun, to keep drying food during the night. A small solar panel and battery allow for plenty of ventilation. Meaning shorter drying time and higher quality.



Thijs Veerman
Business Development
Thijs@plussat.eu

Unique Selling Points:

We are strongly aligned with the United Nations Sustainable Development Goals to ensure that everyone has equal opportunities and can live a better life without harming the planet.

Profile of Commercial Contacts Wanted

Looking for partners in the cold chain: warehouses, cold storage rooms, reefer trucks/trailer. Contact with local growers of fruits and vegetables that are in need of cooling to prevent food waste. Financial partners to finance off-grid storage and offer a pay-per-use system.

Pluss Advanced Technologies

Heltheuvelweg 11
5222AV Den Bosch
The Netherlands
www.plussat.eu



Henry Smit
Head International Desk
Africa
henry.smit@rabobank.com

Rabobank

Rabobank is a unique Dutch bank older than 125 years, with strong cooperative roots in the Netherlands. Rabobank serves over 9 million customers in 34 countries. We combine our knowledge, networks and financial solutions to help people and businesses achieve their ambitions, at every stage of life.

What we do in the Netherlands

In the Netherlands, we offer a wide range of financial products and services for both private and business customers. From first-time buyers looking for the right mortgage to entrepreneurs with international ambitions and corporates aiming to make their logistics more sustainable.

What we do globally

Across the globe, we work with entrepreneurs and businesses in essential sectors like Food and Agriculture, Energy and Mobility. We support our customers in achieving their ambitions and strengthening their resilience in a changing world. Together, we are shaping food and energy systems based on more sustainable production, distribution and consumption.

Rabobank is proud to be part of this trade mission, fostering stronger economic ties and collaborative opportunities between the Netherlands and Ethiopia. The Rabobank International Desk Africa brings financial solutions, local expertise and network tailored to Dutch companies, from start-ups to large corporates, starting or expanding in Africa.



CONNECT TO GROW



Edwin Gakonyo
General Manager Africa
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holland.com

Royal FloraHolland

Royal FloraHolland is the leading international floriculture marketplace and cooperative with approximately 100,000 transactions per day and an annual turnover of 5 billion euros. Royal FloraHolland serves about 3,500 members from Europe, Africa, and Asia, 4,900 suppliers, and 2,400 buyers from the Netherlands and abroad. Our physical hubs are located in Aalsmeer, Naaldwijk, Rijnsburg, and Eelde. With international offices in China, Kenya and Ethiopia.

Royal FloraHolland offers the digital platform Floriday. Floriday is the digital platform for floriculture. With Floriday we provide one central place where growers and buyers can easily handle their commercial and logistics processes.

Products and Services Offered:

Royal FloraHolland offers a one-stop-shop that trades more than 23,000 varieties of flowers and plants and connects international supply and demand through superior logistics, digital efficiency, and a secure, cooperative marketplace.

Services:

Buying flowers and plants:

- Marketplace
- Logistical
- Financial
- Marketing
- Property and Facilities

Selling flowers and plants:

- Simplified dealmaking
- Customised logistics
- Smart business

Unique Selling Points:

- Four major physical hubs in the Netherlands (Aalsmeer, Naaldwijk, Rijnsburg, and Eelde) provide, efficient, specialized, and rapid, cold-chain logistics.
- Floriday is a centralized, modern digital platform that facilitates, speeds up, and simplifies trade, allowing growers and buyers to manage supply, orders, and payments in one place.
- Local Offices in Ethiopia and Kenya handle a portfolio of over 120 flower farms in Kenya and 35 in Ethiopia and have dedicated staff to handle your queries.

Profile of Commercial Contacts Wanted

Looking for companies that might be interested in expanding their business from Ethiopia to the Netherlands and vice versa.

Royal FloraHolland
Legmeerdijk 313
1431 GB Aalsmeer
The Netherlands
www.royalfloraholland.com



Partners



Freek Vossenaar
Executive Advisor
frederik.vossenaar@dutch
greenhousedelta.com

Dutch Greenhouse Delta

Dutch Greenhouse Delta is a powerful international platform representing the entire ecosystem of horticultural expertise and greenhouse technology from the Netherlands.

We serve as the gateway to Dutch horticultural innovation, collaborating closely with our partners to create sustainable ecosystems that address the global demand for fresh, high-quality products.

Our integrated approach delivers a comprehensive Fork2Farm solution, ensuring efficiency across the entire value chain. By fostering extensive partnerships with local stakeholders and industries, we realize a complete system that provides fresh, affordable products. At the same time, we enhance the shift towards renewable energy, advocate for responsible water usage, and support the development of a sustainable economy.

Dutch Greenhouse Delta

Europa 1
2672 ZX Naaldwijk
Westland
The Netherlands
www.dutchgreenhousedelta.com



TRAIDE Foundation

TRAIDE Foundation's mission is to solve development challenges by engaging the private sector to create long term, commercially viable solutions. We develop impactful business cases and build strong and equal partnerships between local and international companies in emerging economies. Our activities currently span several East African countries, including Ethiopia, Rwanda, Burundi, Tanzania, Uganda and Kenya. With offices in Addis Ababa, Kigali and Bujumbura, we provide local and dedicated support to help the private sector achieve its impact potential.



Thomas Meijer
Country Director Ethiopia
thomas.meijer@traide.org

TRAIDE has been working closely with the Netherlands government to develop impactful private sector partnerships in the agriculture sector. Some examples of our work include building a cold chain in the avocado sector to facilitate export, setting up organic waste-to-value business models using black soldier flies (BSF), launching horticulture hubs using Dutch technologies for organic vegetable production, strengthening the potato value chain through improved seed, and working towards living income in the coffee value chain.



Mehari Kettema
Business Development
Manager
mehari.kettema@traide.org

What we are looking for

TRAIDE Ethiopia has just launched its new four-year program (2026-2029). We currently seek new Dutch partners interested in becoming active in the Ethiopian market and contributing to local impact. We provide support through:

- Opportunity and market assessment.
- Finding partners and building collaborations.
- Development of business models.
- Attracting finance for (pilot) projects.
- Supporting project implementation and scaling.



Halelluya Negussie
Business Development
Manager
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6703 AA Wageningen
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Contact details

Contact details

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Agriculture, Fisheries, Food Security and
Nature

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Zone/ P.O. box 1241

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