

Join us for an inspiring week of horticultural innovation!

This June, the Netherlands becomes the global hotspot once again for Controlled Environment Agriculture (CEA), bringing together international investors, governments, and entrepreneurs. It is an exciting opportunity to explore the future of food and flowers, and to collaborate on sustainable solutions for local food production.

From 9 to 11 June, another inspiring edition of GreenTech Amsterdam will take place. Get ready to dive into the innovative world of horticulture and connect with some of the sector's key players. We'll be showing off some of the most groundbreaking solutions that will help us all in shaping a better future.

We're excited to invite you to be part of this vibrant week, where you'll have the chance to engage in inspiring activities and make new connections.

What's on offer?

There's a comprehensive programme carefully curated to help you get the most out of this event. Activities include:

- Participate in tailored programmes, including field visits, exclusive networking events, and a day at the GreenTech trade fair.
- Explore innovative, future-proof food and flower systems.
- Meet the industry leaders and learn about successful CEA business models.
- Discover the Netherlands' horticulture sector and its collaborative approach to growth.

Throughout the week, you'll have the opportunity to engage in knowledge-sharing sessions, matchmaking events, and lively discussions focused on global food challenges. Whether you're seeking local food production solutions, investment opportunities, or strategic partnerships, this is the place to connect and collaborate. You'll be leaving the Netherlands with valuable contacts, fresh insights into CEA, and plenty of opportunities for partnering up with the Dutch.

We look forward to welcoming you to the Netherlands, where we can shape the future of horticulture together!

Are you interested in joining one of our tailored missions to the Netherlands? Visit <https://nlplatform.com/greentech-netherlands> to discover everything we have on offer.



Coordinated by AVAG and carried out in cooperation with the Ministry of Agriculture, Fisheries, Food Security and Nature, the Netherlands Enterprise Agency (RVO), Municipality of Westland, Dutch Greenhouse Delta, GreenTech and World Horti Center.

Inspiring events for a tailored programme

Welcome Walking dinner

Experience a memorable walking dinner at the World Horti Center, networking with delegations from around the globe. Enjoy great food, global connections and inspiring conversations about the future of horticulture.

Date: Monday 8 June, 5 –8 PM

Location: World Horti Center, Naaldwijk

Knowledge sessions

Join us at the Knowledge Sessions, where industry experts share essential insights into Controlled Environment Agriculture (CEA). Learn about cutting-edge technologies, best practices, and innovations shaping food production, efficient growing environments, and future-proof solutions worldwide.

Date: Tuesday 9 June

Location: Vision Stage, Hall 1, GreenTech, Amsterdam

Networking Lunch at GreenTech

Join us for a delightful lunch and connect with delegations from all around the world

Date: Tuesday 9 June, 12 –1:30 PM

Location: NL Lounge, Hall 1, GreenTech, Amsterdam

Private tour at the GreenTech

Take an exclusive tour at GreenTech and explore the latest innovations and highlights in sustainable technology.

Date: 9 – 11 June

Location: GreenTech, Amsterdam

Reservation: upon request

Official Opening GreenTech

Join us for the Grand GreenTech Opening, kicking off an exciting exhibition with a series of key events and announcements. Highlights of the opening include the announcement of the winners of the Innovation & Concepts awards, inspiring speeches, and insights into industry trends.

Date: Tuesday 9 June, 8:30 AM

Location: Vision Stage, Hall 1, GreenTech, Amsterdam

Robot Challenge

Come and see the most impressive robots at the Robot Challenge! Exhibitors will be showing off their latest creations, and our expert judges will decide which one is the most innovative. Will it be a robot with cutting-edge technology, clever uses, or a dazzling performance?

Date: Tuesday 9 June, 4 –5:30 PM

Location: Data & Tech Stage, Hall 5, GreenTech, Amsterdam

Networking/matchmaking/seminar at the NL Lounge

At the NL pavilion, the Dutch horticultural sector takes center stage. With a focus on matchmaking and knowledge sharing, an engaging program will showcase Dutch best practices and build connections between incoming delegations and the Dutch business community.

Date: 9 – 11 June

Location: NL Lounge, GreenTech, Amsterdam

More events designed to complement your program:

Launch Global Alliance of Horticulture Regions

The Global Alliance of Horticulture Regions, initiated by the municipality of Westland, aims to connect horticulture regions from around the world. During this official launch, you'll hear how this global network will work on food security, sustainable food systems, knowledge sharing, and stimulate smart innovations in robotics and AI in greenhouse cultivation.

Date: Monday 8 June, 2 - 4:30 PM

Location: World Horti Center, Naaldwijk

Reservation: upon request

Power Day: The unknowns of growing and the revenue you've yet to discover

Inspired by this year overarching theme Pure, the Power Day invites professionals from across the horticultural value chain to explore what we don't yet know. Instead of presenting answers, we'll create space for open dialogue, unexpected insights, and shared learning.

Target group: Growers and tech providers with data/AI focus

Date: Wednesday 10 June, 8:30 -11 AM

Location: Insight Stage, Hall 5, GreenTech, Amsterdam

Price: upon request

Private tour at World Horti Center

During the tour at World Horti Center (Westland), you'll explore the latest technologies, sustainable innovations, and research facilities in horticulture

Date: 8 – 12 June

Location: World Horti Center, Naaldwijk

Price: upon request

Networking/matchmaking/seminar in a separate room at the GreenTech

If you're looking for a more personalized setting you can rent a private meeting room for you networking or matchmaking seminar at GreenTech

Date: 9 – 11 June

Location: GreenTech, Amsterdam

Price: upon request

Flower Trials

Flower Trials is an international event in the horticultural sector where breeders present their latest innovations in potted and bedding plants. During Flower Trials, dozens of breeding companies open their doors at various locations, allowing visitors to discover the latest varieties and cultivation innovations.

Date: 9 - 12 June

Location: Various locations across three key regions