

Netherlands economic mission to Egypt

5 – 7 may 2026



Netherlands

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Foreword

Sjoerd Sjoerdsma



It is my pleasure to welcome you to this economic mission to Egypt, dedicated to the important theme of agriculture, horticulture and water.

One-third of the Netherlands' wealth is earned beyond our borders. The Dutch government is proud of its business community and its capacity for innovation, and indeed the participating companies reflect this quality well in their respective fields. For decades, Egypt has been a key partner for the Netherlands in the region. Egypt is an important and growing market for Dutch companies. This mission brings together Dutch and Egyptian partners around themes where our interests and strengths clearly coincide: climate- and water-smart agriculture, sustainable horticulture, food security and water management. For 50 years, our countries have been working together on water, as Dutch businesses have a great deal to offer and a great deal to gain in Egypt.

Agriculture and horticulture lie in the heart of our economies and landscapes. They are rooted in tradition, yet driven by science, technology, and entrepreneurial spirit. This mission brings together farmers, growers, agro-technologists, investors and governments who share a commitment to sustainable growth, responsible practice, and resilient supply networks.

Economic missions like this one play a crucial role in strengthening economic ties between the Netherlands and other countries. Building on our longstanding relations, we hope to promote sustainable economic growth, create jobs, and improve food and water security, while also supporting the position of Dutch companies in a promising market. I wish you all an inspiring and fruitful mission, full of meaningful encounters and lasting partnerships.

Sjoerd Sjoerdsma

Minister for Foreign Trade and Development of the Kingdom of the Netherlands

Foreword

Focco Vijselaar



Egypt and the Netherlands share a long-standing and productive partnership, particularly in the field of agriculture and horticulture. As Egypt continues to invest in large-scale agricultural development and faces pressing challenges related to water scarcity, salinization, and climate change, the need for innovative, sustainable solutions has never been greater. These are precisely the areas in which Dutch companies and knowledge institutions excel. A key strength of the Dutch approach is the so-called 'Dutch Diamond': the close collaboration between government, business, knowledge institutions, and civil society. By working together across these four pillars, we are able to deliver integrated, innovative, and scalable solutions to complex challenges. By combining this expertise with Egypt's ambitious development programs, we can jointly address key challenges and unlock new opportunities for growth and innovation. This economic mission, taking place from 5 to 7 May 2026 in Cairo, coincides with the visit of the Minister for Foreign Trade and Development Cooperation. It offers an excellent opportunity to further strengthen the economic relationship between our two countries and to deepen cooperation in climate- and water-smart agriculture. The mission brings together a strong and diverse delegation of Dutch businesses and organizations, all eager to contribute their expertise and explore new partnerships in Egypt.

Throughout this mission, participants will engage in conferences, matchmaking sessions, company visits, and high-level meetings with Egyptian stakeholders. These interactions are designed to foster meaningful connections, enhance mutual understanding, and pave the way for concrete collaborations.

I wish you all inspiring and successful meetings. I hope they will open the door to many new collaborations that bring our two countries even closer together.

Focco Vijselaar
Secretary General
Confederation of Netherlands Industry and Employers (VNO-NCW)

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%

Egypt and the Netherlands:

Partnering for a sustainable and resilient horticulture sector

Egypt and the Netherlands share a strong commitment to innovation, sustainability and international collaboration in agriculture. In both countries, horticulture plays an important role in strengthening food security, supporting economic growth and creating opportunities for farmers and businesses. This long-standing and valued partnership, built over years of cooperation, creates exciting and concrete opportunities for Egyptian and Dutch partners alike.

Egypt's agricultural sector is a cornerstone of the national economy. With fertile lands along the Nile and a long agricultural tradition, Egypt is the largest agricultural producer in North Africa. At the same time, the country is preparing its agriculture for the future. With a population of around 125 million and still growing, demand for food continues to rise while natural resources such as water and fertile land are under increasing pressure.

Together, Egypt and the Netherlands see these developments not only as challenges, but as opportunities to innovate, invest and grow together.



Egypt's ambitions in modernising horticulture

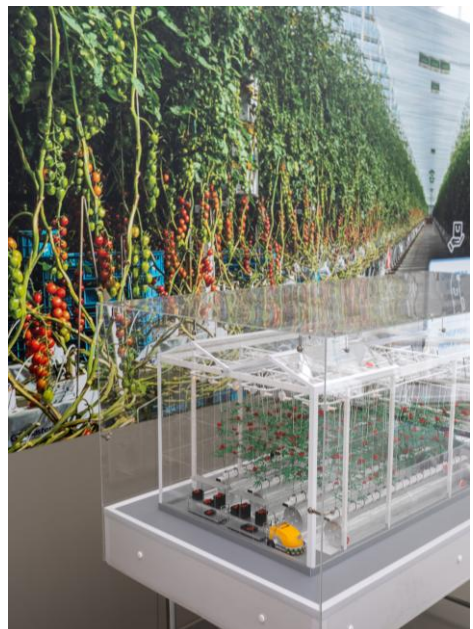
Egypt is actively investing in the modernisation of its agricultural sector. Key priorities include expanding greenhouse cultivation, improving irrigation efficiency and strengthening the skills and knowledge of the agricultural workforce. These efforts aim to increase productivity, enhance food security and support export growth.

The sector also faces several challenges related to water availability, climate change and soil salinity. Salinity is increasingly affecting agricultural land due to factors such as intensive irrigation, rising groundwater levels and seawater intrusion in coastal areas. Addressing these challenges requires integrated approaches that combine improved water management, resilient crop systems and sustainable soil management.

Dutch expertise and collaborative innovation

The Netherlands has built a strong international reputation in horticulture through decades of innovation and close cooperation between growers, technology companies, research institutions and government. This collaborative approach has led to highly productive systems that use water, energy and other resources efficiently.

Driven by a strong willingness to collaborate and invest, Dutch organisations bring experience in areas such as greenhouse technology, precision irrigation, soil health, seed development and climate- and water-smart cultivation methods. In addition, Dutch research and industry are exploring solutions related to soil salinity, including improved soil management and crop varieties suited to saline conditions.



Strengthening partnerships

The strengths of Egypt and the Netherlands complement each other well. Egypt contributes deep local knowledge, a dynamic agricultural sector and strong ambitions for modernisation. The Netherlands contributes practical experience in integrated horticultural systems and collaborative innovation.

Together, we come not only to share knowledge and technology, but to actively explore partnerships and investment opportunities. By connecting companies, knowledge institutions and policymakers, partnerships between both countries can support sustainable horticultural development. Through joint ambition, knowledge exchange and long-term cooperation, Egyptian and Dutch partners can accelerate the transition towards resilient food systems and sustainable agricultural growth.



Company Profiles



Daan Westrik
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[\[LinkedIn\]](#)

Aeres

Aeres is a green knowledge institution with education, research, and commercial activities as its core tasks.

Aeres offers all levels of vocational education: practical education, pre-vocational secondary education (VMBO), secondary vocational education (MBO), higher professional education (HBO), master's programs, and contract education.

In addition to regular education, Aeres provides corporate training programs, development trajectories, training courses, practical assessments, and facilities for (applied) research through its practice and training centers. Aeres also offers services for career development and job placement within the agrifood sector.

In short, Aeres provides a comprehensive range of services related to learning, development, and innovation, spanning both public and private sectors and covering all levels.

Products and Services Offered:

With leading green education and applied research in the fields of agriculture, animals, food, a healthy living environment, and technology, Aeres contributes to a sustainable society and the associated green transitions. Firmly embedded in both society and the professional field, Aeres educates pupils, students, and course participants to become critical global citizens. It also challenges them, as (future) professionals, to use well-founded knowledge to help build a livable and future-proof world for tomorrow.

Unique Selling Points:

- Across its various institutes and locations, Aeres provides education at both TVET level (EQF 1–4) and higher education level (EQF 5–7).
- Aeres has extensive experience and a strong reputation in developing educational programs both nationally and internationally.

Profile of Commercial Contacts Wanted

Looking for companies and organizations who need training or support in developing training programs.



Samim Malikzay
Technichal sales
samim@apholland.nl
<https://www.apholland.nl/en>

Agricultural Projects Holland

Agricultural Projects Holland (AP Holland) is an internationally operating company specialized in turnkey greenhouse projects. Our activities include engineering, project management and the realization of advanced greenhouse solutions. We serve a broad portfolio of international growers, investors and agribusiness companies.

Products and Services Offered:

- Turnkey greenhouse solutions
- Climate control and irrigation systems
- Engineering and project management
- Modernization of existing facilities

Unique Selling Points:

- Proven international track record in diverse climates
- Integrated, full-service project delivery
- Strong technical expertise and market knowledge

Profile of Commercial Contacts Wanted

Seeking partners, investors and companies in Egypt interested in greenhouse development and agricultural collaboration between Egypt and the Netherlands.

**Agricultural Projects
Holland**

Burgemeester Van
Doornlaan 1
2678 KA De Lier
The Netherlands



A Peterson Solutions company



Johan Maris
Global CEO Peterson
Control Union (PCU)
jmaris@pcugroup.com
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Salah Ali
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Area Lead North Africa
S.ali@delphy.nl
<https://delphy.nl/en/people/salah-ali/>

Delphy
Violierenweg 3
2665 MV Bleiswijk
The Netherlands
www.delphy.nl/en/

Delphy Egypt
Bldg.19 Neighbourhood 2
Sheikh Zayed City
Egypt

Delphy

Delphy is a leading agricultural consultancy and knowledge company headquartered in the Netherlands and part of the Royal Peterson Control Union (PCU) Group, a Dutch family business. Within the group, Control Union provides Testing, Inspection and Certification (TIC) services, while Peterson Solutions focuses on sustainability services. At Delphy, our experts deliver practical, tailor-made solutions to improve crop performance, identify the most suitable technologies, and provide training and guidance in horticultural practices.

Our areas of expertise include greenhouse vegetables, cut flowers, soft fruit, tree cultivation, top fruit, arable farming, and open-field vegetables. We operate in dedicated teams organized by sector, region, or country. Our teams specialize in both knowledge development (research) and implementation (consultancy), with a strong focus on climate-smart agriculture and greenhouse cultivation. We are active across the MENA region, including Egypt, Morocco, Tunisia, Algeria, the Kingdom of Saudi Arabia, Jordan, the UAE, Qatar, Oman, and Iraq. Through Cairo office, we collaborate closely with regional and local experts and partners, ensuring that our knowledge is effectively adapted and applied to Egypt's conditions and circumstances.

Products and Services Offered:

- Consultancy and Training
- Agricultural and Horticultural Projects & Management
- Operational management
- Crop planning and crop strategy
- Implementing digital systems
- Training on the job.

Unique Selling Points:

- Training & Education, We offer high-quality training and education supported by our practical facilities. Our programs can be delivered on-site or online by a team of leading experts and advisors in plant cultivation and crop management.
- Knowledge Development & Implementation, At our applied research sites, we conduct experiments and trials, while demonstrating and testing innovative cultivation technologies, new varieties, and advanced growing concepts. The knowledge generated is continuously shared with and transferred to our consultancy teams, creating a strong link between research and practice.

Profile of Commercial Contacts Wanted

Looking for companies/organizations interested in developing or expanding agricultural and horticultural activities between Egypt and the Netherlands. Partners should be interested in knowledge transfer, consultancy, training, and the application of advanced cultivation technologies adapted to local conditions.



Giovanni Angiolini
Director Middle East &
Africa
giovanni.angiolini@dutchgreenhousedelta.com

Dutch Greenhouse Delta

Dutch Greenhouse Delta (DGD) is a Netherlands based international platform that brings together companies, knowledge institutes, and government partners to deliver integrated greenhouse horticulture solutions worldwide. It focuses on high-tech, climate-smart agriculture, combining greenhouse technology, water management, post-harvest solutions, seeds, and digital systems.

DGD helps countries to improve food safety and security by developing sustainable, scalable food production systems tailored to local conditions. It acts as a connector and project developer, translating Dutch horticultural expertise into bankable international projects. The platform often collaborates with governments and investors to design and implement large-scale greenhouse clusters and agri-food hubs. Ultimately, DGD's mission is to enable efficient, resilient food production in regions facing climate, water, or land constraints.

Products and Services Offered:

- Lead coordinator of a public-private partnership between Dutch companies and government, focused on advancing protected cultivation systems in Egypt.
- Development and implementation of integrated greenhouse and controlled environment agriculture (CEA) solutions tailored to local climate and market needs
- Project structuring, stakeholder alignment, and delivery of bankable agri-food initiatives to strengthen food security and sustainable production

Unique Selling Points:

- End-to-end coordination: One central partner aligning Dutch government, companies and local stakeholders.
- Proven Dutch expertise: World-leading greenhouse technology adapted to local conditions in e.g., Egypt.
- Execution-focused: From concept to bankable project and on-the-ground implementation.

Profile of Commercial Contacts Wanted

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

Dutch Greenhouse Delta

World Horti Centre
Europa 1
2672 ZX Naaldwijk
The Netherlands
<https://www.dutchgreenhousedelta.com>



Coen Everts
Regional Business Head
Rest of the World
coen.everts@eastwest
seed.com

East-West Seed

East-West Seed is a global vegetable seed company operating in countries across Asia, Africa, and Latin America, with over 2,800 staff worldwide and 22 R&D establishments in 9 countries.

Founded in 1982 by World Food Prize Laureate Simon Groot, East-West Seed is also a Dutch family-owned business, dedicated to improving the livelihoods of farmers in tropical regions.

Our global headquarters is in Thailand, and we serve farmers in 83 countries. We specialize in breeding, producing, and distributing high-quality vegetable seeds suited for tropical climates.

Products and Services Offered:

- High-quality vegetable seeds bred specifically for tropical climates
- 100+ vegetable varieties across 44 crops, including onion, tomato, cabbage, watermelon, and African indigenous vegetables
- Training and practical field support in profitable and sustainable vegetable farming techniques through [East-West Seed Knowledge Transfer Foundation](#), to improve smallholder farmers' yields and income.
- Market-oriented breeding and seed distribution systems adapted to local needs

Unique Selling Points:

- Deep technical expertise and regional insights through our multinational breeding, R&D, and training teams in Africa, Asia, and Latin America
- Recognized for impact: Ranked #1 in the Access to Seeds Index, and featured in Fortune's 'Change the World' list in 2020 and 2024
- Proven track record of empowering smallholder farmers through a combination of research, quality seeds, and knowledge transfer

For more information, visit: www.eastwestseed.com

East West Seed
Heilige weg 12
1201 PN EnkhuiZEN
The Netherlands
www.eastwestseed.com



Maurits Voogt

Director of External Affairs

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[/in/mpvoogt/](https://www.linkedin.com/in/mpvoogt/)

Eurofins Agro

Eurofins Agro is part of Eurofins Scientific, a world leader in laboratory analysis. Eurofins Scientific operates companies in 59 countries and has more than 65.000 staff working around the world.

Eurofins Agro consists of multiple agricultural laboratories focusing on soil, crop, water, compost and manure analyses. The client portfolio in The Netherlands is diverse, comprising farmers, private companies along the agricultural value chain, nonprofit organisations and government institutions. Eurofins Agro is established in 1927. The global Competence Center and headquarter of Eurofins Agro is based in Wageningen, The Netherlands.

Products and Services Offered:

- Laboratory analysis of soil, crop, water, compost and manure
- Fertilisation recommendations and guidelines to optimise production
- We enable companies to claim and prove sustainable food and feed production

Unique Selling Points:

- With the results of the innovative analyses plus tailored guidelines, landowners can close yield gaps, optimise crop quality and use nutrients and water in a prudent way.
- Eurofins Agro provides globally standardised test results, allowing international comparison and improvements

Profile of Commercial Contacts Wanted

Looking for agricultural producers, as well as companies and institutes that support agricultural producers to optimise their practices.

Eurofins Agro

Binnenhaven 5

6709 PD Wageningen

The Netherlands

www.eurofins-agro.com



Richard Schouten
General Manager
schouten@groentenfruihuis.nl



Tim van der Knaap
Specialist International
Affairs & Phytosanitary
Policy
vanderknaap@groentenfruihuis.nl

Fresh Produce Centre

Fresh Produce Centre operates in the Netherlands as a branche organization. Fresh Produce Centre represent the interest of 270 companies that are involved in the sales of fruit and vegetables and is a source of knowledge and inspiration. Members are import and export companies, growers' associations and traders

Products and Services Offered:

- We facilitate and strengthen cooperation between the Netherlands and Egypt by supporting Egyptian authorities and exporters in accessing the Dutch market.
- We provide extensive expertise in European legislation, phytosanitary requirements and sustainability (environmental and social).
- We have an office in The Netherlands and Brussels
- Fresh Produce Centre is member of European Umbrella organizations to cooperate with other member organizations

Profile of Commercial Contacts Wanted

We are a branche organization representing our members and therefore do not engage in commercial trading ourselves.

Fresh Produce Centre
Louis Pasteurlaan 6
NL 2719 EE Zoetermeer
The Netherlands
www.freshproducecentre.com



Nicholas Kouwenhoven
CEO of Green Bull One
Delegate
agrotech@greenbullone
.com

Green Bull One

Green Bull One is the latest agri-tech brand focused on ultra-efficient mineral fertilizer solutions for sustainable, resilient and affordable farming.

Its 100% mineral-based formulation is designed to improve nutrient uptake, reduce conventional fertilizer use, and lower CO₂ and N₂O emissions.

The broader proposition combines fertilizer innovation with data-powered agriculture tools, drone-enabled support and scalable deployment models.

Products and Services Offered:

- Ultra-efficient mineral fertilizer for foliar and field application
- 100% mineral-based plant nutrition sourced from naturally occurring minerals
- Data-driven farming support, including crop monitoring and drone-enabled deployment
- Flexible formats from 25 g packs and tablets to 10 kg bags

Unique Selling Points:

- 1 kg covers up to 200 hectares, with reported lower application cost around €20/ha
- Up to 70–75% lower dependence on conventional NPK/urea fertilizers, helping cut CO₂ and N₂O emissions
- Up to 70% less water needed, supporting lower irrigation cost and resilience in water-stressed regions
- Over 99% less logistics volume, low storage needs, lower transport costs and CO₂ reduction and more stable pricing

We help to create a more sustainable future for agriculture!



Ivo Meijer
Sr. Manager International
& Economic Affairs
immeijer@gemeente
westland.nl

Municipality of Westland

Westland: World Capitol of Horticulture; Leading the way in sustainable horticulture and local food production Westland can be seen as the capitol of Horticulture in the world. We aspire to join forces and confronting the global challenges related to food safety and security we face daily. The strength of the Dutch greenhouse horticultural cluster lies in its ecosystem of close cooperation between government, the corporate sector and relevant knowledge institutions. This unique environment fosters innovation and collaboration, making our cluster the Silicon Valley of greenhouse horticulture. A region, where all the key players in the entire value chain of horticulture are present within an area of approximately 100 square kilometres. From seeds to growing, from technology, to packaging, transport and trade, supported by government as well as knowledge, technology and research institutes.

At just a stone's throw distance of Rotterdam and The Hague. It is also the largest concentration of glass greenhouses globally. The horticultural sector in the Netherlands is well known for its knowledge, technology and innovations that can be found in greenhouses all over the world. And of course, everyone knows the delicious fruits, vegetables and beautiful flowers that are cultivated in a controlled environment in our country, and in the Westland region. The Dutch horticultural sector enables local production around the world and unlocks access to affordable and healthy food for tens of millions of people.

Given the current geopolitical situation, it cannot be ruled out that access to safe and healthy food for parts of the world will be at risk. Access to food is increasingly weaponized. The availability of scarce raw materials and the effect of climate change also play a large role. On top of that, the world population is growing rapidly to roughly 9 billion people in 2050. This urges the need for more healthy and sustainable food production on a local level. I firmly believe horticulture is the key to worldwide food security. And that is exactly where the strength in future cooperation lies.

The Municipality of Westland aims to intensify strategic networking with similar regions and related stakeholders around the globe. In recent years, we signed numerous MoU's and established fruitful cooperation with some 30 regions in Europe, the Middle East, Central Asia, as well as the Far East. However, until now, all these partnerships are just one-on-one. Therefore, the establishment of a Global Alliance of Horticulture Regions can be beneficial with a much more multilateral approach. Because even though we are on different sides of the world and embrace distinct cultures, our challenges in the field of ensuring food security, adapting to climate issues, increasing business opportunities and practicing food diplomacy are very similar.

Municipality of Westland
Laan van de Glazen Stad 1
2672 TA Naaldwijk
The Netherlands
www.gemeentewestland.nl



Benoît Vuillaume
Bussunies manager MEA
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Sahel Alrefai
Area Manager MENA
SAlrefai@Koppert.nl

Koppert

Koppert develops sustainable cultivation solutions for both food crops and ornamental plants. In partnership with growers and nature, we strive to make agriculture and horticulture healthier, safer, more productive, and resilient. We achieve this through the use of natural enemies to combat pest infestations, bumblebees for natural pollination, and biostimulants that support and strengthen crops both above and below the ground. By restoring and protecting vital ecosystems naturally, we ensure healthy crops and a balanced environment. Our commitment to quality, knowledge, and consultancy services has made us a trusted partner for an increasing number of growers looking to realize their ambitions.

At Koppert, we contribute to better health for people and the planet. By working in partnership with nature, we make agriculture healthier, safer, and more productive. Our integrated system of expertise and natural, safe solutions enhances crop health, resilience, and production.

Unique Selling Points:

The ongoing pursuit of discovering and utilizing natural principles forms the foundation of Koppert's activities. Our strength lies in our ability to translate this knowledge into practical applications that address real-world challenges.

While Koppert is best known for its products, at heart, we are a knowledge-driven company. Our strong R&D base and belief in knowledge-sharing play a central role in achieving sustainable agriculture and horticulture. With over 400 professional consultants, we provide support to dealers and growers on a daily basis. Our consultants offer operational advice and dedicate time to sharing their expertise on nature-based solutions. Koppert offers a variety of courses and collaborates with universities globally to make knowledge accessible to a broader audience.

We believe that knowledge is essential for success, and we are committed to helping the next generation of growers and professionals.

Koppert Nederland

Veilingweg 48
2651 BE Berkel en
Rodenrijs
The Netherlands
www.koppert.nl

N2 — Applied



Thijs Kapteijns

BD Manager

Thijs.Kapteijns@n2.no

[LinkedIn](#)

N2 Applied

N2 Applied is a technology company enabling on-site production of nitrogen-based fertilisers using renewable electricity, air and water. By converting air and water into nitric acid through plasma technology, we provide a clean, safe and fossil-free alternative to conventional fertiliser production.

Our solution enables fertiliser producers, distributors and growers to produce ammonium-free liquid nitrate fertilisers locally (“produce where you use”), improving supply security and reducing dependency on global supply chains.

N2 Applied employs around 30 people across Norway and the Netherlands. We operate demonstration systems in Europe, with growing commercial traction across the fertiliser value chain and partnerships across the Nordics, Netherlands and the Mediterranean.

Products and Services Offered:

- On-site nitric acid production systems. Modular plasma systems converting renewable electricity, air and water into nitric acid (HNO₃), a precursor for nitrate fertilisers such as calcium nitrate.
- Integrated local production solutions. Design, installation and operation of on-site nitrate production systems in collaboration with partners.

Unique Selling Points:

- Produce where you use. Local production reduces logistics, improves supply security and lowers dependency on imports.
- Fossil-free nitrogen production. An electricity-based alternative to conventional fossil fuel-based production.
- Flexible and scalable technology. Modular systems that integrate with renewable energy and can be deployed from farm to industrial scale.

Profile of Commercial Contacts Wanted

We are looking to connect with business partners for market entry, including fertiliser producers, distributors, and growers interested in local, fossil-free nitrate production. Our focus is on partners seeking greater supply security and reduced dependence on global supply chains, particularly those with access to renewable or competitively priced electricity.

N2 Applied

Drammensveien 852

NO 1383 Asker

Norway

www.n2applied.com

N2 Agri

Generaal Foulkesweg 5

NL 6703 BH Wageningen

The Netherlands

www.n2applied.com



Netherlands Food Partnership

The Netherlands Food Partnership (NFP) is a multistakeholder platform that brings together Dutch and international actors working on food systems transformation. By connecting government, knowledge institutes, NGOs and businesses, NFP helps build partnerships that address complex challenges in food security, agriculture and sustainability. NFP focuses on knowledge exchange, partnership building and collective action.



Babette Bodlaender
Partnership Builder
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partnership.com

Products and Services Offered:

- Multi-stakeholder partnership facilitation & backbone support (e.g., SeedNL; Saline Water & Food Systems; Biodiversity in Food Systems).
- Knowledge, learning & convening services to move partners from dialogue to joint action (e.g., communities of practice: E-course on Food Systems; Food Systems Finance, Policy dialogues).

Unique Selling Points:

- NFP works with a food systems lens, through a multistakeholder approach and based on local demand
- We are financed and supported by the Dutch ministries of Foreign Affairs and Agriculture and work with embassies, local private sector, research institutes and civil society.
- In 2025, NFP worked with 403 partners across 25 countries and reached more than 6000 stakeholders through 160 events



Floris Wouters
Partnership Builder
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partnership.com

Profile of Commercial Contacts Wanted

Looking for companies and organizations that want to tackle food systems challenges in Egypt together.

NFP

Schendelstraat 500
3511 MH Utrecht
The Netherlands
www.nfoodpartnership.com



Michiel Klompenhouwer
Director
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plantum.nl

Plantum

Plantum is a Dutch seed association with over 300 members active in the agricultural, vegetable, fruit and floriculture sectors. We serve as a discussion partner for governments, policymakers and interest groups. Our aim is to strengthen the international competitive position of the sector and the groups of members affiliated with it. We are also an initiator of new developments and a key source of information for our members.

Together, we work towards a healthy, strong and sustainable sector for seeds and young plants. We do this through advocacy, sector development, member support and by promoting networking and collaboration.

Plantum focuses on three pillars:

- **Sustainability:** making a decisive contribution to the further sustainability of agriculture and horticulture.
- **Innovation:** ensuring effective intellectual property rights and broad access to genetic resources and breeding methods, which form the essential conditions for innovation.
- **Market access and phytosanitary systems:** promoting workable phytosanitary systems worldwide and clear, practical regulations.

Products and Services Offered:

Support our members with knowledge and networking opportunities to help them execute their strategies both in the Netherlands and internationally. This support includes:

- Organizing dialogues between Plantum and its members on key topics
- Organizing internal and external seminars and workshops for members, clients and affiliated parties
- Facilitating an intensive knowledge-sharing network between members and external stakeholders such as government bodies and non-governmental organizations

Unique Selling Points:

- Plantum can truly call itself the representative organization of the Dutch breeding, propagation and cultivation sector for seeds and young plants, as nearly all companies active in this field are members of our association.
- This position is well recognized both within and outside the Netherlands.
- From an international perspective, we have the honour of representing over 35% of the global vegetable seed trade and more than 50% of seed potatoes and potato seed.
- Our team of 20 specialists is known for its in-depth knowledge of the key topics and strategic issues that matter to our members.

Plantum
Vosseburchkade 68
2805 PC Gouda
The Netherlands
www.Plantum.nl



Francisco Alonso
General Manager
f.Alonso@ridder.com



Juan de Luque
Sales Manager
j.deluque@ridder.com

Ridder

Climate change, drought, and population growth present significant challenges for the agriculture and horticulture sectors. As an international family business, Ridder has dedicated the past 70 years to developing technologies and solutions that empower horticultural businesses and their suppliers to achieve success, profitability, and sustainability.

Ridder champions open collaboration and connectivity, working alongside a global network of partners to deliver complete system solutions that craft the ideal growing environment—from advanced mechanical systems to integrated digital services. Our approach draws on extensive historical knowledge and a commitment to future-facing innovations.

Products and Services Offered:

Our portfolio includes cutting-edge technical solutions for protected horticulture and indoor farming, such as:

- Ventilation and screening systems
- Climate, energy, and irrigation control systems
- Sun shading, energy, and other climate screens
- Water systems for fertigation, irrigation, and disinfection
- Labor and productivity management systems
- API service to connect with companies providing cutting-edge AI solutions
- Harvesting robotics and logistics

Unique Selling Points:

Ridder's solutions are designed not just to meet current needs but to forge ahead, preparing our partners and their operations for the challenges and opportunities of the future.

Profile of Commercial Contacts Wanted

Looking for companies that might be interested in intensive protected agriculture and the technologies applied for it.

Ridder Holding Harderwijk
Lorentzstraat 32
3846 AX, Harderwijk
The Netherlands
www.ridder.com



Tarek El-said
Managing Director Rijk
Zwaan Egypt
t.elsaid@rijkszwaan.com



Arend Meijerman
Specialist Public Affairs
a.meijerman@rijkszwaan.nl

Rijk Zwaan

Rijk Zwaan develops high-quality fruit and vegetable varieties for the professional agri-food sector. As an independent family-owned company, we operate globally in over 100 countries. With more than 30 different crops and over 2,000 varieties, we provide high-quality seeds to growers worldwide. Our aim is to offer a wide range of fruit and vegetable varieties, whether for high-tech greenhouse, protected cultivation or open-field farming.

Research is at our core. We breed future-proof varieties in anticipation of climate change and ever-changing market demands. To accelerate the breeding process and ensure high-quality seeds, we utilise modern technologies such as artificial intelligence, digital phenotyping, and data-driven breeding. This enables us to breed better, more sustainable varieties with higher yields and natural resistances to plant diseases for growers and chain partners all over the world.

Products and Services Offered:

- Rijk Zwaan offers high-quality fruit and vegetable varieties for the professional agri-food sector.
- Rijk Zwaan supports its clients throughout the growing process to ensure value addition throughout the value chain
- Through its local subsidiary, Rijk Zwaan is present in the Egyptian market since 2009 with 40 people, including client support and product development specialists.
- Rijk Zwaan has its own trial station in Egypt, serving the Egyptian market and the wider MENA region for R&D activities.

Unique Selling Points:

- €200 million + spent in Research & Development every year
- Local presence through the experienced team at Rijk Zwaan Egypt.
- In-depth market and segment knowledge.

Profile of Commercial Contacts Wanted

We are interested to meet with exporters and processors of fruits and vegetables.

Rijk Zwaan
Burgemeester Crezéelaan 40
2678 KX De Lier
The Netherlands
www.rijkszwaan.com



Michael Morgan
Regional Manager ME
Michael.morgan@rovero
.com

Rovero Systems

Rovero Systems operates in many countries and has more than 80 staff working around the world. Our activities in the Netherlands comprise greenhouse services. The Rovero client portfolio is diverse, comprising major Dutch foreign based and international enterprises, middle market companies, nonprofit organizations and government institutions.

The focus on quality and innovation has resulted in a broad product portfolio characterized by long service life, reliable performance and high efficiency for users. With this, we have made a name for ourselves at home and abroad, and we are proud of it.

Rovero continues to build a thriving, sustainable future. We do this with a dedicated team as well as with customers and 'premium partners' (dealers and suppliers) who suit us. Together we are pushing boundaries and shaping the future of sustainable and efficient cultivation.

Products and Services Offered:

- Wide range of fruit covers and fruit houses
- Unique patented self ventilating poly
- Rovero Roll-Air open roof greenhouse

Unique Selling Points:

- Unique way of supporting clients with their cultivation and business plan, including opax schedules and crop advisers.
- We have a very experienced sales and engineering team, consisting of Dutch and international professionals, based in the Netherlands, UAE;
- In-depth market and segment knowledge.

Profile of Commercial Contacts Wanted

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



Willem Schoustra
Director
w.schoustra@seednl.nl



Gareth Borman
Senior Advisor
gborman@seednl.nl

SeedNL

SeedNL is a Dutch public-private partnership of the ministries of Foreign Affairs and Agriculture, Fisheries, Food Security and Nature with the branch organizations Plantum (seeds) and NAO (Potato). Its goal is to strengthen cooperation at the crossroads of aid and trade, engaging governments, businesses, civil society organizations and knowledge institutes in making high-quality seed available to farmers worldwide.

Hosted by the Netherlands Food Partnership, our team of seven convenes a community of practice of Dutch stakeholders in seed sector development, manages the Seed Laws Toolbox fund and coordinates and advises food and nutrition security and private sector development projects in several low- and middle-income countries in Africa and Asia. Our stakeholder portfolio is diverse and international, comprising major Dutch foreign based and international enterprises, middle market companies, research institutes, nonprofit organizations and government institutions.

Products and Services Offered:

- Catalyze partnerships inter/nationally between government, industry, science and civil society.
- Increase the visibility and impact of Dutch public/private investments in the seed sector.
- Facilitate dialogue—often on contested issues—and learning in seed sector development.

Unique Selling Points:

- We are *the* Netherlands partnership organization in global seed sector development.
- Our multidisciplinary team consists of seven Dutch and foreign advisors, based in the Netherlands and abroad.
- We have in-depth sector knowledge, activities in Egypt and elsewhere and a network that spans government, industry, science, and civil society.

Profile of Commercial Contacts Wanted

Looking for companies that might be interested in expanding their business from Egypt to the Netherlands and vice versa, and partners in government looking to create an enabling environment for trade and development cooperation with the Netherlands.

SeedNL

Arthur van Schendelstraat 500
3511 MH Utrecht
The Netherlands
www.seednl.nl



Farid Ellakany
Sales Manager MENA
Farid.Ellakany@Ludvigsvensson.com

Svensson

A family company since 1887, Svensson operates in 9 countries and has more than 370 staff working around the world. It is a pioneer and world leader in solutions for controlling climate conditions and maximizing energy efficiency.

Its solutions manage light, humidity, temperature and UV radiation according to customer requirements. The company creates excellent conditions for improved, higher quality crop production in greenhouses throughout the world.

Products and Services Offered:

- Patented HARMONY light diffusing screens
- Insect nets with a higher airflow and protection vs normal nets
- Tear-resistant plastic covers with a longer lifespan vs PE covers
- Vertical ventilation units
- Groundcovers

Unique Selling Points:

- Products that are tailor-made for the North African market, with a proven durability in Egypt
- A global team of consultants that supports the growers solve their challenges and guide them with using the products after the installation takes place.
- Invests heavily in R&D to generate innovative solutions such as the famous PAR Perfect that utilizes 2 screens to control light just like a light dimmer.

Profile of Commercial Contacts Wanted

Looking for Egyptian partners to supply and distribute our products, and customers to use our products.

Svensson
Marconiweg 2
3225 LV Hellevoetsluis
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ludvigsvensson.com



Olav Scholte
Regional director MENA
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TTA-ISO

TTA-ISO is empowering ambitious growers with high-tech automation solutions for horticulture and food.

With a global team of over 200+ experts, we design and develop high-tech automation solutions that improve efficiency and sustainability in handling, selecting, and harvesting plants and crops grown indoors. Our solutions are trusted by growers worldwide in ornamentals, flowers, food production, and controlled environment agriculture, helping them achieve greater productivity and precision.

From robotic handling systems to AI-driven crop selection and harvesting, our technology transforms the way growers operate, reducing reliance on manual labor and increasing operational efficiency and quality. By combining industry knowledge with cutting-edge innovation, TTA-ISO helps customers stay ahead in an evolving market.

Products and Services Offered:

- Transplanting plugs and cuttings
- Sorting and selecting of plants
- Germination correction
- Grafting
- Harvesting

Unique Selling Points:

- Maximize throughput and production
- Improve crop quality and consistency
- Ensure food safety and hygiene
- Tackle skilled labor shortages

Profile of Commercial Contacts Wanted

We are looking for farms that want to take their business to the next level and investigate how automation in the service area can support them.

TTA-ISO
Van Beukelaarweg 45
2971VL Bleskensgraaf
The Netherlands
www.tta-iso.com



VAN DER HOEVEN
Horticultural projects



Marnix de Jong
Sales Manager MENA
m.dejong@vanderhoeven.nl

Van der Hoeven Horticultural Projects

In a world where sustainable, locally grown products are a priority, the demand for high-tech, efficiently designed greenhouses is growing. Since 1953, Van der Hoeven Horticultural Projects has been designing, building & operating innovative horticultural projects worldwide. We do this with our passion for technology and continuously invest in R&D to strengthen our propositions for growers and investors to maximize their return on investment. Our focus, tailored solutions with a reduced footprint of produce concerning carbon dioxide, pesticides and water.

As a full-service provider we offer our clients a complete package of disciplines, from feasibility studies to cultivation advice. We combine strengths and deliver in house a total packages in greenhouse construction, climate installations, electrical- and water installations, climate computers and lighting for high-tech turnkey projects worldwide, with our local partners.

Continuous support is a priority for us, our specialists educates and trains our clients towards a self-sufficient operating model. This is why we create long-term relationships, and we're proud of that.

Van der Hoeven provides innovative horticultural solutions anywhere in the world.

Products and Services Offered:

- Designing, building and operating turnkey innovative horticultural projects.
- Greenhouse construction, climate installation and electrical and water installations.

Unique Selling Points:

- Sustainable greenhouse projects that grow year-round high-quality crops, even in the world's most extreme climates.
- Efficient use of resources and lower environmental impact. 90% less water usage compared to open field.
- Food safety, quality and higher yields.

Profile of Commercial Contacts Wanted

- We are looking for investors who want to grow fruit or vegetables in Egypt for export purposes.
- We are looking for companies with surplus waste streams such as electricity, water, CO₂, heat or nutrients. These streams can be reused in high tech greenhouses.
- We are looking for companies that are growing crops in the low/mid tech market who want to make impact with high tech greenhouses.

Van der Hoeven
Horticultural Projects
Vrij-Harnasch 124
2635 BZ, Den Hoorn
The Netherlands
www.vanderhoeven.nl



Wageningen University & Research

At WUR we innovate for a sustainable world. We combine cutting-edge research and education in climate, biodiversity, nutrition and the living environment to improve the quality of life.

Products and Services Offered:

Creating solutions for tomorrow's challenges, to explore the potential of nature to improve the quality of life, with training sustainable changemakers, (co-)developing scientific research projects and creating impact. We offer research (facilities), education (training) and innovation trajectories.

Unique Selling Points:

- Providing unique combination of fundamental (university) and applied research (research).
- An interdisciplinary approach with combined efforts of the various fields of natural and social sciences.
- Working with governments, private partners, knowledge partners and civic society throughout the world
- Ranked as top institute worldwide.

Profile of Commercial Contacts Wanted

We are looking for partners research, to identify challenges and work on possible solution pathways. In Egypt we are specifically looking for partners in horticulture (citrus), food processing, water & salinity management, climate smart farming and soil information, but are open for other topics.



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International Liaison
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Arjan Budding
Head Sustainable water
management
Arjan.budding@wur.nl

Wageningen University & Research

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The Netherlands
www.wur.nl



Partners



Netherlands-African Business Council (NABC)

The Netherlands-African Business Council (NABC) is the leading organisation for sustainable trade and investment facilitation for Africa in the Netherlands. NABC strongly believes that the private sector has a crucial role to play towards an Africa that is economically thriving and globally competitive in trade and investment.



Núria Vlonk-Cunha Soares
Managing Director
nuria.vlonk@nabc.nl

Operating across key sectors such as agriculture, water, energy, logistics, and the circular economy, NABC positions the private sector at the heart of sustainable economic development.

Our mandate is to empower the Dutch private sector to play a prominent role in the sustainable development of the African continent. Therefore, NABC's purpose is to inspire and connect businesses with Africa's opportunities, and to enable them in making confident decisions about when, where, and how to do business in and with Africa.



Nazly Abd El Rahman
Project Coordinator
nazly.elrahman@nabc.nl

At NABC, we place 'Partnerships of Equals' at the centre of our activities, meaning that we aim to develop opportunities that are beneficial for both the Netherlands and Africa. The NABC sees the Sustainable Development Goals as an opportunity for more responsible business in Africa. All our work relates directly to the achievement of the 17 SDGs, with a specific focus on SDG 2, SDG 8, SDG 13, and SDG 17.

Products and Services Offered:

- Private-Sector Development Programmes
- Trade Missions
- Events (Country-Focused, Sector-Focused, and Networking)
- Consultancy Research

Unique Selling Points:

The NABC is a leading private-sector platform with 80 years of experience driving trade and investment between the Netherlands and Africa, 200 engaged members, and a community of over 12,000 African and European organisations. With a strong reputation among governments, embassies, and financial institutions, NABC focuses on translating dialogue into tangible business outcomes - investments, partnerships, and joint ventures.

**Netherlands-African
Business Council (NABC)**
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2516 AG The Hague
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Secretary-General
VNO-NCW
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mkb.nl



Angelique Heijl
Deputy Director
International Affairs
heijl@vnoncw-mkb.nl



Carola Baller
Deputy Director
International Affairs
baller@vnoncw-mkb.nl

The Confederation of Netherlands Industry and Employers (VNO-NCW)

The Confederation of Dutch Industry and Employers, known as VNO-NCW, is the largest employers' organisation in the Netherlands. It has 160 branch organisations and more than 400 individual enterprises as affiliate members, representing a total of over 185,000 companies.

It covers practically all sectors of the Dutch economy: industry, commercial services, construction, the retail trade and the health sector; from the smallest firms to the largest corporates. It represents 80% of companies with more than ten employees and 95% of companies with over 100 employees and all companies in the Netherlands employing more than 500 staff.

In cooperation with governments and other social parties, VNO-NCW strives for an inclusive and sustainable Netherlands, where everyone benefits from increasing prosperity. This requires sustainable economic growth and a high quality business and investment environment.

VNO-NCW represents the interests of its members by active ongoing contacts with the government, politicians, public authorities, trade unions and nongovernmental bodies. VNO-NCW sits on numerous government advisory and consultative committees in The Netherlands, in Brussels and in international bodies as the International Labour Organisation and, through the BIAC, in the OECD

Company name

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www.vno-ncw.nl

Contact details

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Cairo

Egypt

Email: kai-lnv@minbuza.nl and KAI-ADMIN@minbuza.nl

Website: <https://www.agroberichtenbuitenland.nl/landeninformatie/midden-oosten/egypte>

NL

Netherlands