

# Netherlands Trade Mission to Malaysia and Thailand: Sustainable Horticulture

17 – 21 May 2026



Netherlands



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# Foreword



Welcome in South-East-Asia

On behalf of the LAN network of the Dutch Ministry of Agriculture, Fisheries, Food security and Nature we warmly welcome you in South-East-Asia.

As agricultural counsellors we joined forces to support your business in this region. The regional collaboration to support Dutch companies who are interested in doing business in Indonesia, Malaysia, Singapore, Thailand and Vietnam has been established as ASEAN-5. It is a strategic collaboration between various ministries on a multi-year basis with focus on different specific sectors in which Agri-food is one of the priority sectors.

The ASEAN-5 region stands out as a potential market in Asia with over 500 million consumers. It's a great opportunity for Dutch companies. They can benefit from the region's development, trade, and investment. Moreover, the region's strategic location serves as a gateway to other emerging markets in Asia, allowing Dutch businesses to tap into a wider network of opportunities. With our ASEAN-5 agrifood approach, we aim to boost the position of the Dutch agrifood sector in the region. We highlight Dutch solutions as the key to achieving sustainable results in agriculture, climate, and nature. It's an exciting chance for Dutch businesses to thrive and succeed in ASEAN-5. Within this collaboration, we have organized a horticulture trade mission for 2026, including a visit to two of the five countries.

Together with the Netherlands Enterprise Agency and Dutch Green House Delta we have worked together to make an interesting program for you. This program is made to give you a better understanding of your changes in the 5 most promising markets in the region: Indonesia, Malaysia, Singapore, Thailand and Vietnam, also known as the 'ASEAN-5' countries.

Although these countries are in the same region they also differ greatly from one another in e.g. culture, religion, politics, economy, development and market changes. They do however have one thing in common: the great importance of personal contact and building trust. This is why we also have incorporated in the program several networking moments. It starts with the first contact in which you can explore the connection and mutual interests. After that you will have to extend the relationships. We, but also Dutch entrepreneurs already active in the region, can support you with that.

# Foreword

Due to trade agreements between the ASEAN countries it is good to realize that your presence in each of the ASEAN-5 markets serves also as a gateway to the wider Asian region.

Wishing you an inspiring and successful visit across the region. We hope the various events provide some great insights, new connections and market opportunities.

Kind regards,

Ingrid Korving (Vietnam)

Gijs Theunissen (Thailand)

Joost van Uum (Indonesia, Malaysia and Singapore)



# Company Profiles



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### AP Holland

AP Holland, based in Westland, delivers turnkey greenhouse solutions worldwide. We specialize in glass and plastic greenhouses, combining Dutch expertise with international experience. We integrate climate control, ventilation, heating, cooling, screening and irrigation, focusing on innovation, reliability and sustainability.

### Products and Services Offered:

AP Holland delivers turnkey greenhouse solutions in glass and plastic, combining Dutch horticultural innovation with global project execution. We integrate complete systems including climate control, irrigation, heating, cooling, and screening to ensure optimal growing conditions. Our USP lies in flexible, cost efficient designs that combine Dutch engineering with local materials and workforce, reducing costs and environmental impact. We focus on sustainable, resource efficient cultivation systems adapted to local climates worldwide.

### Unique Selling Points:

- Dutch tech for glass and plastic greenhouses
- Dutch expertise + local steel and labor for cost efficient builds
- Small, flexible team with tailored solutions
- Export of smart farming knowledge adapted to local conditions
- Independent engineering and advice with flexible sourcing options

### Profile of Commercial Contacts Wanted

We aim to explore new international markets for greenhouse and smart farming solutions and build a strong network in the horticulture sector. We seek connections with potential clients, local partners, distributors, and development agencies. Another goal is to directly meet potential clients and explore real project opportunities.

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### **Brinkman International B.V.**

Royal Brinkman is an international horticultural supplier, installer and consultant. Royal Brinkman supplies products, systems and services in the field of crop rotation, crop care, crop protection & disinfection, packaging & design, mechanization, technical projects and other service products.

### **Products and Services Offered:**

Royal Brinkman supplies products, systems and services in the field of crop rotation, crop care, crop protection & disinfection, packaging & design, mechanization, technical projects and other service products. Knowledgeable employees from Royal Brinkman offer specialized products and solutions to the professional horticulture entrepreneur involved in covered cultivation.

### **Unique Selling Points:**

- Offering operational reliability; increasing the customer's performance and decrease their production risk.
- Offering convenience; the convenience of choice, ordering, delivery, administration etc.
- Offering the availability of products/services; the right product at the right place at the right price.

### **Profile of Commercial Contacts Wanted**

We are participating in this mission to explore market opportunities in ASEAN-5 region. As of this we are trying to understand the ASEAN-5 region and possible (sales) opportunities in this region during the mission. By means that we are looking for professional growers who are interested in growing materials, products and services in the ASEAN-5 region.

**Brinkman International  
B.V.**

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### Dutch Greenhouse Delta

Dutch Greenhouse Delta connects companies, knowledge institutes and governments to deliver integrated greenhouse solutions worldwide. We turn complex agricultural challenges into viable, scalable systems by combining technology, knowledge and local partnerships.

### Products and Services Offered:

Dutch Greenhouse Delta does not supply individual products, but organizes integrated greenhouse solutions by connecting companies, knowledge institutes and governments. We structure collaboration across the value chain, from strategy and design to realization and capacity building, ensuring locally adapted, scalable and economically viable systems.

### Unique Selling Points:

Ecosystem approach: one coordinated Dutch proposition instead of fragmented solutions. From strategy to implementation. Strong public-private collaboration, proven global track record, and focus on long-term impact, local capacity building and economically viable business cases.

### Profile of Commercial Contacts Wanted

We seek to connect with governments, investors and strategic partners aiming to develop sustainable horticulture ecosystems. Our focus is on collaboration with local stakeholders, knowledge partners and supply chain actors to co-create integrated, scalable solutions and enable long-term impact.

### Dutch Greenhouse Delta

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### Dutch Lion

Dutch lion offers a unique vertical growing system for lettuce & herbs called MTSys (Moving Tower System). MTSys is the only system with positive impact on all costs drivers: land use, energy and labour. MTSys is suitable for use in both greenhouses and (more) closed environments. Lower Capex, lower Opex and better ROI than vertical farming.

### Products and Services Offered:

MTSys is an overhead monorail with vertical growing towers. These are provided with automated spacing between the towers which are adapted to the growing stage of the plant. Each Tower will be equipped with a dripper and the irrigation water will be collected at the bottom and re-used. Ventilation between the crops is essential and will be done by calibrated hoses between the crops.

### Unique Selling Points:

Because the system only uses 10% of the space compared to MGS (Mobile gully system) or Deep water culture, the (challenging) environment can be better controlled against lower costs. So lower investment (Capex), lower Opex, less land usage and also a more controlled output/yield.

- 90% smaller footprint
- 40% lower Capex
- 20% lower crop costs

### Profile of Commercial Contacts Wanted

We want to inform growers and knowledge partners like university's and government officials of the existence and uniqueness of MTSys. We work B2B with investors, developers and greenhouse builders. We are a systems integrator, solution provider for those who want a higher yield/m2 against lower costs. When land is less available or local climate requests a more tailored solution we can work together on this.

### Dutch Lion

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### EAST-WEST SEED

East-West Seed develops and supplies high-quality tropical vegetable seeds adapted to smallholder farming condition. Our products focus on resilient, high-yielding vegetable varieties suited to tropical climates, alongside technical support and value chain development initiatives. Through partnership we work to strengthen local seed system.

### Products and Services Offered:

We produce high-quality of tropical vegetable seeds. Our product focus on resilient, high-yielding vegetable varieties suited to tropical climates, alongside technical support, farmer training, and value-chain development initiatives. Through partnership with public and private stakeholders, we work to strengthen local seed systems, improve farmer productivity, and support sustainable horticulture sector growth in emerging markets such as Malaysia.

### Unique Selling Points:

East-West Seed is an international tropical vegetable seed company with operation across Asia, Africa, and Latin America. The company exports high-quality vegetable seeds to numerous emerging markets and collaborates with local partner to strengthen seed distribution and horticulture value chains.

### Profile of Commercial Contacts Wanted

Networking in knowledge partners and gaining knowledge of the market.

### EAST-WEST SEED

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### FoodVentures

FoodVentures, part of the DENSO Group, is a global operator of high-tech greenhouses. We work together with investors to create profitable greenhouse operations in frontier markets, setting new standards for sustainable farming practices. From development and start-up to continued operation, FoodVentures provides support in each stage of a project.

### Products and Services Offered:

FoodVentures provides support in each stage of a greenhouse project. During development, we support investors with making the right decisions on every aspect, including technical design, location selection, crop selection and the tendering process. During the construction phase we provide support from a grower's perspective, making sure that the greenhouse is constructed and commissioned according to agreed upon operational specifications. During the startup phase we provide expert growers to establish best-in-class operations and develop the local team. During ongoing operational support, we take full P&L responsibility and optimize outputs both in terms of volume as well as quality.

### Unique Selling Points:

- Pioneer spirit: delivering successful projects in challenging climate conditions and market situations.
- Global expertise: with our roots in The Netherlands, we are at the forefront of tomorrow's farming practices.
- Empowering local farmers: we develop local teams by deploying seasoned growers on-site, providing hands-on expertise during startup.

### Profile of Commercial Contacts Wanted

- Connecting with potential investors who are looking for a reliable operator with strong connections in the industry.
- Networking with potential offtakers in the modern retail segment who are looking for a stable supply of high-quality vegetables.
- Getting up-to-date on the latest regional trends and developments.

### FoodVentures

Europa 1  
2672ZX Naaldwijk  
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www.foodventures.eu



## Municipality 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.



**Ivo Meijer**  
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### Products and Services Offered:

A region, where all the key players in the entire value chain of horticulture are present within an area of approximately 100 square kilometers. From seeds to growing, from technology, to packaging, transport and trade, supported by government as well as knowledge, technology and research institutes. 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.

### Unique Selling Points:

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.

### Profile of Commercial Contacts Wanted

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.

## Municipality Westland

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### Hoogendoorn Growth Management

Hoogendoorn is a global leader in greenhouse climate computers and optimized growing solutions, with over a decade of deep presence in the Chinese market. We focus on providing localized technology and customized services for the Asian market, empowering growers to enhance productivity and operational efficiency.

### Products and Services Offered:

Our core product, the IIVO climate computer, integrated with Intelligent Algorithms (IA), delivers cutting-edge solutions for greenhouse automation, precisely optimizing climate, energy, and water management. We also offer a suite of supporting services including IIVO Connect, IIVO Advanced, and AI modules.

### Unique Selling Points:

Backed by over 50 years of global experience, Hoogendoorn operates in over 80 countries. As part of the Dutch Batenburg Group, we are committed to our mission of "Empowering Sustainable Agriculture with Technology," dedicated to helping growers worldwide achieve higher yields, better quality, and more efficient resource utilization.

### Profile of Commercial Contacts Wanted

Connect with potential (foreign) partners.

**Hoogendoorn Growth  
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### Hortinnovate B.V.

Hortinnovate is a company providing solutions in automatization, irrigation and electrical systems for horticulture.

### Products and Services Offered:

Hortinnovate is a Priva partner. Priva is a leading company in automatization in horticulture. This includes advanced climate control and irrigation control systems, irrigation units and water treatment units. By using the total system, there will be an efficient use of energy sources and water. Less energy with higher production and a closed water system, so no output of water and fertilizers to the environment. We can design, commission the complete system. After commissioning we consult the grower how to use the systems to come to an optimum production.

### Unique Selling Points:

Hortinnovate is a family owned company. Together with the investor/grower we will find the most optimum installation to come to optimum crop growing conditions. Support continues after hand-over of the installation.

### Profile of Commercial Contacts Wanted

We are searching for partners who can sell together with us our systems to growers and investors. Especially companies who are already active in the supply of irrigation systems in the agriculture. We like to come in contact with investors and consultancy companies with plans in agricultural investments.

### Hortinnovate B.V

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**metazet**



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### Metazet

Global demand for fresh vegetables is rising while water, fertilizers, and labour are increasingly scarce and costly. Greenhouse growers need efficient, hygienic cultivation systems. Metazet BV provides proven Dutch soilless gutter systems — saving water, fertilizers, and labour while reducing pests — adaptable from low-tech to high-tech worldwide.

### Products and Services Offered:

Metazet supplies growing gutter systems, Second Skin PP liner, mTrack greenhouse logistics, and low-tech growing solutions for tropical markets. Soilless cultivation significantly reduces water and fertilizer consumption, minimises pest pressure, and lowers labour requirements compared to soil-based growing. Our China factory enables competitive pricing and short delivery times for Asian markets. Systems scale from low-tech entry-level to high-tech production, directly addressing the needs of developing greenhouse markets in Southeast Asia.

### Unique Selling Points:

Dutch engineering quality combined with cost-efficient production from our China factory. Proven soilless cultivation systems for tomato, cucumber, sweet pepper, and strawberry. The patented Second Skin liner reduces plastic waste and operational costs. Global supply with local support through offices worldwide.

### Profile of Commercial Contacts Wanted

Metazet seeks to connect with commercial greenhouse growers, greenhouse builders and project developers, and distributors of horticultural materials in Malaysia and Thailand. We aim to close supply agreements, establish local distribution partnerships, and co-develop growing system configurations suited to the regional climate and investment level. Government agencies and agricultural development programs are also of interest.

### Metazet

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### Peterson Solutions

Peterson has been helping to build a better world for over 100 years. In 1920 Mr. Peterson started our company as a 'graanfactor', a service provider in quality and logistics in grain and feed, and today, over 100 years later, we have grown to become a trustworthy global partner for logistics, advisory, technology, and training.

### Products and Services Offered:

- Through our expert Consultancy teams, we provide real solutions to clients' sustainability challenges, across social, environmental, sustainable finance, and responsible sourcing areas.
- Our Core29 and Peterson Technologies teams of highly skilled professionals bring together a wealth of experience and expertise in various domains, including software development, business intelligence, and business analysis, to develop Technology solutions to support businesses.
- And finally, through Peterson Academy we offer training services to advance skills, knowledge and expertise, by utilizing our global expertise across all the industries we work in.

### Unique Selling Points:

Privately owned company with offices all over the world.

### Profile of Commercial Contacts Wanted

Finding clients / collaborators.

### Peterson Solutions

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### Signify - Philips Horticulture LED Solutions

Signify Horticulture is world leader in supplemental lighting systems for professional growers. Our energy efficient lighting products and systems enable our customers to enhance their crop growth with superior light quality and make current greenhouse assets more productive. We unlock the power of light to sustainably feed a growing population.

### Products and Services Offered:

We supply lighting products that are highly energy efficient, and systems and services to minimize operational cost.

Products:

- Toplighting & Interlighting - for greenhouse crops
- Production Module for multi-layer set-ups such as in indoor farming environments
- Flowering Lamp for photoperiodic lighting to support plant development
- GrowWise lighting Control System (GWCS). Allows users to optimize business results and improve crop quality by creating custom light recipes. The GWCS can be seamlessly integrated with climate control systems for dynamic lighting control and energy management. This system is designed for vertical farms, greenhouses, and research facilities.

### Unique Selling Points:

Organized around the Grower's Needs - We understand our customer's challenges and offer solutions to achieve desired business results. Unique triangle approach with plant specialist, application engineer and account manager to support customers in their journey with supplemental lighting, pre- and post-sales.

### Profile of Commercial Contacts Wanted

- Connect with Grower Innovators. Positioning Signify in the market, creating awareness of our products and solutions
- Connect with potential partners such as horticulture supply businesses that supply climate management systems, control systems and automation solutions (incl. machinery)
- Networking with knowledge partners, such as universities; horticultural import & supply businesses; government officials; economic development agencies.

### Signify

Philips Horticulture LED  
Solutions

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# Official delegation

# Official delegation

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# Official delegation

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## psps business abroad

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**Carl Jacob Sturm**

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**NL**

**Netherlands**