Netherlands Trade Mission to Colombia: Territorio Aguacate

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Netherlands

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NL

Foreword

It is a pleasure to welcome you to the Netherlands Pavilion at Territorio Aguacate.

Colombia and the Netherlands have been building a close relationship for 200 years, and agriculture is one of its pillars. Our commitment is a shared goal: more sustainable, resilient and competitive agri-food systems.

Avocado has become one of the great drivers of the Colombian countryside. That growth also brings challenges: climate change, sustainability, quality and productivity. At the same time, the potential is enormous. Colombia can become Europe's preferred and most sustainable partner for avocado. The Netherlands wants to, and can, help make that a reality, as the main export market for Colombian avocado and as a partner that invests in the long-term quality, sustainability and resilience of the sector.

Innovation is key to achieving this: regenerative agriculture practices, precision technology to optimise the use of water and fertilisers, and better post-harvest quality. Dutch companies offer concrete solutions on each of these fronts.

I am delighted that so many Dutch companies are present at this fair, covering the entire value chain. I invite you to get to know them in this brochure and to visit them at the pavilion.

This is a golden opportunity for you to connect with these companies, with our Embassy and with Holland House Colombia, the Colombian-Dutch Chamber of Commerce, and to generate business opportunities.

The Netherlands is your partner in reaching your goals in the avocado sector. When Colombia and the Netherlands work together, ideas flourish, opportunities grow and we cultivate a more sustainable future.

Marielle Geraedts
Ambassador of the Kingdom of the Netherlands to Colombia



Together with Colombian and Dutch partners, we are building AVOCO in Manizales, a Centre of Excellence for avocado. It will be the meeting point between Colombia and the Netherlands: a knowledge and services centre for regenerative agriculture in Caldas and Antioquia, and a space for training, demonstration and incubation open to Colombian growers and students. AVOCO brings technology, knowledge and business development together in one place, with a vision of long-term impact. See the illustration below.

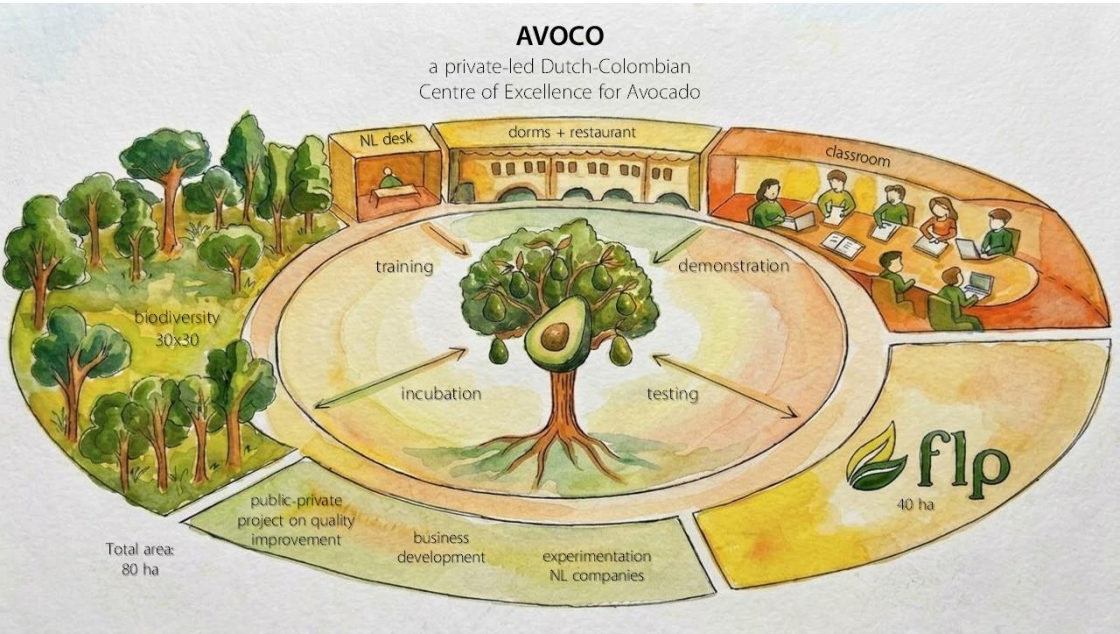
Around AVOCO, we are launching AvoCoNect, a network that brings together growers, companies, institutions and financiers from Colombia and the Netherlands to share knowledge, generate business and mobilise finance. Through regular meetings in Antioquia, Caldas and Bogotá on topics such as regenerative agriculture, financing and market access, we aim to turn contacts into concrete results.

The promise of this alliance is simple: growth that benefits both countries, the fruit of working together.

Would you like to know more about our work in the avocado sector, join AvoCoNect or explore opportunities for collaboration? Visit us at the Netherlands Pavilion or write to us at bog-lvvn@minbuza.nl.

Ben Kubbinga
Agricultural Counsellor, Embassy of the Kingdom of the Netherlands in Colombia





Company Profiles

Agro-solutions B.V.

Avocado, coffee and tropical fruit growers face climate stress, pest pressure and strict export standards, while soils often lack silicon and micronutrients. Agro-Solutions (NL) develops biostimulants based on stabilized monosilicic acid (MOSA) plus micronutrients, improving resilience to biotic and abiotic stress, yield and export quality.



Alba González Betancort
Business Development & Strategic Partnerships Agronomic and R&D Services
+34 651136858
alba@agro-solutions.nl

Products and Services Offered

Our innovation is stabilized monosilicic acid (MOSA): silicon kept in the only form plants absorb directly, so it works at low doses via foliar spray or fertigation, unlike conventional silicates. The Siliforce range combines MOSA with key micronutrients (Ca+B, Zn+Mo, Cu+Zn+Mo+B), complemented by amino acid and humic products. Plants become more resilient to biotic and abiotic stress, improving yield and export quality. Sustainability: better nutrient use efficiency means more output per unit of fertilizer, lower input losses and more climate-resilient crops. We also supply MOSA as an ingredient for local formulators and validate results through local field trials.

Unique Selling Points

Silicon is our core: stabilized MOSA, the form plants absorb directly, effective at low doses. Siliforce combines it with key micronutrients (B, Zn, Mo, Ca) for tropical soils. Higher yield or export quality means better grower ROI. We validate results in local trials and offer a flexible B2B model: products, MOSA as ingredient, custom formulas.

Profile of Commercial Contacts Wanted

- Partners: fertilizer/biostimulant distributors with technical teams, and formulators interested in MOSA.
- Clients: large avocado, coffee, cocoa and fruit growers, exporters and cooperatives, via field trials.
- Knowledge: FNC/Cenicafé, Agrosavia, Corpohass, universities.
- Regulators: ICA and registration consultants.
- Supply chain: traders and sustainability programmes.
- Feedback on pricing and our B2B model. No investors sought.

Agro-solutions B.V.
Daelderweg 22
6361 HK Nuth
The Netherlands
www.agro-solutions.nl/en

AWETA

Aweta is the industry leader for the supply and manufacturing of turn-key solutions for the grading and packing of fresh fruit and vegetables. With more than 60 years of experience in the industry we are recognized as the global technology leader around the world for sorting based on external and internal defects, dry matter and maturity.



Martijn Vriesinga
Country Manager Mexico & LATAM
+52 442 2314660
m.vriesinga@aweta.us

Products and Services Offered

Aweta delivers advanced avocado sorting and packing solutions designed to maximize value and consistency. UltraVision provides precise external grading for size, color, shape, and defects, while InScan enables non-destructive detection of internal quality issues. The Acoustic Firmness Sensor (AFS) measures firmness to support ripeness-based sorting and market allocation. Combined with gentle handling, automated packing, and full traceability, Aweta helps packers improve pack-out rates, reduce waste, lower labor costs, and consistently meet the quality requirements of domestic and export markets.

Unique Selling Points

Aweta helps avocado packers maximize profitability through intelligent sorting and grading, advanced quality inspection, and fully integrated packing automation. Combining AI with UltraVision external defect sorting, InScan internal quality detection, and AFS acoustic Firmness Sensor for maturity.

Profile of Commercial Contacts Wanted

Looking for avocado growers, exporters and packers for b2b possibilities.

AWETA
Kwakelweg 2
2641WW, Pijnacker
The Netherlands
www.aweta.com



Carolina González
Gerente Comercial
+57 315 3804362
carolina.gonzalez@kiwa.com

Kiwa Colombia S.A.S.

We are Kiwa: Creating trust, driving progress. We offer inspection, certification and training services that build trust and credibility in products, services, processes and management systems. We operate in a range of sectors, such as food and agriculture, contributing to safety, quality and sustainability in each sector.

Products and Services Offered

Kiwa offers certification, inspection and verification services that turn compliance with standards into a competitive advantage. We combine international technical expertise, innovation and sector knowledge to help organisations demonstrate their performance, build trust and access new markets.

What sets us apart is that we integrate sustainability and innovation throughout the entire assessment process, offering solutions that not only verify compliance but also identify opportunities to improve our clients' environmental, social and economic performance.

Unique Selling Points

Creating trust, driving progress. We offer inspection, certification and training services that build trust and credibility in products, services, processes and management systems.

Profile of Commercial Contacts Wanted

Brand recognition and recall in Colombia's avocado sector. Closer relationships with existing clients and connections with potential new clients.

Kiwa Colombia S.A.S.
Calle 90 #19 – 41
Oficina 801, Ed. Quantum Business Center, Bogotá
Colombia
https://www.kiwa.com/es-co/co/



Paola Olaya
Business Development manager
Latin America
+57 3003462584
bogota@lbp.net

LBP Rotterdam

LBP provides integrated logistics solutions for fresh fruit and vegetables. We address the challenge of keeping perishable products fresh and efficiently managed throughout the supply chain. Our services include transport, customs clearance, cold storage, packing and distribution, helping partners reduce complexity and product loss.

Products and Services Offered

LBP provides an integrated, temperature-controlled logistics solution for fresh produce, covering transport, customs, storage, quality control, ripening, packing and distribution. Our USP is the combination of specialized fresh-produce expertise, flexible handling and efficient supply-chain management. By maintaining optimal conditions and minimizing handling time and product loss, we help customers improve product quality, reduce food waste and create a more sustainable supply chain.

Unique Selling Points

LBP offers end-to-end logistics for fresh produce, combining cold storage, customs clearance, quality control, ripening, packing and distribution. Our key strengths are flexibility, reliability, specialized fresh-produce expertise and maintaining product quality throughout the supply chain.

Profile of Commercial Contacts Wanted

Importers, exporters, growers, retailers and distributors.

LBP Rotterdam
Calle 90 n 19-41 oficina 801
Bogotá
Colombia
www.lbp.net



Henk Jan Rijkse
Director
+31 6 2184 4957
henkjan@moreoptimal.com

More Optimal

More Optimal is a supply chain tool to help you to optimize the complex planning of your supply chain: supply and demand planning, production planning, transport and network planning.

Products and Services Offered

More Optimal, a supply chain planning tool to optimize complex supply chain planning puzzles.

Unique Selling Points

Very flexible, perfect fit to model complex supply chains, using AI and optimization to deliver direct business value.

Profile of Commercial Contacts Wanted

Bigger manufacturers; port- and terminal operators, logistics service providers.

More Optimal
Parallelweg 27
5223 AL 's-Hertogenbosch
The Netherlands
www.moreoptimal.com



Eva Bourseau
LATAM Regional Manager
+33 786 4266 06
eva@onethird.io



Marco Snikkers
Founder - Product & Market Strategy
+31 652 557 997
marco@onethird.io

OneThird

For delivering good quality avocados to the industry, it is important that the dry matter of an avocado is within the right range and this needs to be tested. Current methodologies -using microwaves- are cumbersome, slow and wasting avocados.

Products and Services Offered

- Portable optical scanner, which can be used at farms and packhouses
- Cloud-connected scanner for real-time sharing of results and reporting
- Online dashboards which offers customer-ready reports and unique insights of quality over time

Unique Selling Points

OneThird has developed a fast and real-time way of testing dry matter and assessing other quality parameters of avocados. Using a portable optical scanner, dry matter can be established with a few seconds and without having to cut the avocados. OneThird's analytics software allows for automated reporting and insights.

Profile of Commercial Contacts Wanted

- Connecting with avocado growers and packers which export avocados to Europe or United States

- Find potential representatives to help OneThird access the market

OneThird
Capitool 56
7521PL Enschede
The Netherlands
www.onethird.io



Silvana Puello
Colombia Country Manager
+31 6 6254 686
silvana.puello.visbal@pum.nl



Derk Norde
PUM Representative
Medellin
+57 312 5679505
derk.norde@pum.nl

PUM

PUM is a Dutch non-profit organization helping SMEs grow stronger and more competitive. We connect businesses with experienced Dutch senior experts who provide practical solutions to business challenges, improve operational performance, and unlock opportunities for sustainable growth.

Products and Services Offered

PUM connects SMEs with experienced Dutch senior experts who help identify business challenges and implement practical and technical improvements. In agriculture and horticulture, support can include increasing productivity, improving product quality and post-harvest handling, reducing food loss, optimizing water and energy use, and turning waste into value. Our tailored approach combines international expertise with hands-on knowledge transfer, helping businesses improve efficiency, strengthen competitiveness, and build more sustainable operations.

Unique Selling Points

Access to high-level consultancy from experienced Dutch senior experts, supported by the Dutch government and other funding partners. PUM helps eligible SMEs access international expertise and practical business solutions at no consultancy fee, strengthening competitiveness and sustainability.

Profile of Commercial Contacts Wanted

Our objectives are to increase PUM's market awareness in Colombia, identify potential SME beneficiaries, and build strategic partnerships. We seek to connect with avocado growers, packers and processors, universities, research institutions, industry associations, chambers of commerce, and government agencies to promote knowledge transfer, identify advisory opportunities, and strengthen the sector's competitiveness and sustainability.

PUM
Bezuidenhoutseweg 12
2594 AV, The Hague
The Netherlands
www.pum.nl/country/colombia



Debra Aurich
Founding CEO
+31 6 1245 3430
debra@soilbeat.com

SoilBeat

Advisory teams, labs and exporters struggle to give growers consistent fertilisation advice: lab reports, field notes and farm history sit in separate files, and advice depends on who writes it. SoilBeat, a Dutch agtech company, turns this data into explainable, reviewable recommendations that scale across hundreds of growers.

Products and Services Offered

SoilBeat turns lab results, field observations and farm history into fertilisation advice that agronomists approve and growers act on. AI drafts; your agronomists set the rules and decide.

Advisors cut admin and reuse their methods across farms. Labs, input sellers and distributors offer advice in their own brand, based on each farm's measured needs.

Cooperatives and corporates get one way of working for all agronomists, with their norms and compliance rules built in. Innovation: AI combined with deterministic agronomy, traceable to the data.

Sustainability: fertilise to measured need, reduce overuse and nutrient losses, and document advice for certification and EU export.

Unique Selling Points

Supplier-neutral: works with any lab and product library. Combines AI with deterministic agronomy, so every advice is traceable to the lab data. Builds in local agronomic logic and your own methodology. White-label, in your brand and in Spanish. The advisor approves every plan. Input costs always visible. Export compliance rules built in.

Profile of Commercial Contacts Wanted

Pilot customers and partners: avocado exporters with grower programmes (Managro Fresh, Cartama, Westfalia, Green SuperFood), labs (Avolab, Doctor Calderón), fertiliser distributors (Precisagro, Nitrofert, Evoagro, Nutrición de Plantas), Corpohass, Cenicafé, Cenipalma and Agrosavia for local norms. Also farm management providers to integrate with.

SoilBeat
Kralingseplaslaan 3
3062 DA Rotterdam
The Netherlands
www.soilbeat.com



Sergio Nauffal
Partner
+57 3204 1380 57
sergio@awaio.la

WaterCONNECT / Awaio

Awaio is the Colombian implementation partner of WaterCONNECT, together with HydroLogic, FutureWater and Weather Impact. We address a key challenge: Colombia has abundant water, weather and climate data, but it remains fragmented and is rarely translated into timely, actionable services for farmers and institutions.

Products and Services Offered

WaterCONNECT combines proven services from HydroLogic, FutureWater and Weather Impact with Awaio's local implementation in Colombia. For agriculture, it integrates InfoSequia for seasonal drought forecasting, GLOW for current and forecast water availability, and PROTEA/SMS advisories that translate weather, water and crop information into practical guidance for irrigation, planting, spraying and harvesting. Its modular, interoperable approach connects existing systems instead of replacing them, reducing duplication and enabling local operation, more efficient water use and scalable climate-resilient services.

Unique Selling Points

WaterCONNECT combines proven Dutch technologies with Colombian implementation in a modular, interoperable model. It connects existing systems instead of replacing them, turns fragmented data into actionable advice, and is designed for local operation, recurring service delivery and scalable replication.

Profile of Commercial Contacts Wanted

We seek avocado producers/exporters, producer associations, agribusinesses, extension networks and public institutions that can become customers, implementation partners or gateways to farmer networks. Priorities are to validate needs and B2G/B2B2C business models, identify pilot sites, build partnerships with actors such as CorpoHASS, and engage organisations able to help WaterCONNECT reach 250 farmers at scale.

WaterCONNECT / Awaio
Carrera 14, #117-90
Bogotá
Colombia
www.awaio.la



Notes

Mission Organization

Mission organization

Netherlands Enterprise Agency (RVO)
Pr. Beatrixlaan 2,
2595 AL, The Hague
The Netherlands
www.rvo.nl



Jeroen Blom
Business Developer Latin America
jeroen.blom@rvo.nl

Embassy of the Kingdom of the Netherlands in Colombia
Carrera 13 No. 93-40
Piso 5, Bogotá
Colombia



Ben Kubbinga
Counsellor Agrifood & Nature
ben.kubbinga@minbuza.nl



Didi Gieling
Policy Officer Climate and Trade
didi.gieling@minbuza.nl

Holland House Colombia
Cl. 90 #19-41 Oficina 801
Chapinero Bogotá
Colombia



Wouter Mol
Senior Consultant
proyectos@hollandhouse-colombia.com

psps business abroad
Koninginnegracht 47
2514 AE The Hague
The Netherlands
www.psps-ba.nl



Carl Jacob Sturm
Business Manager
sturm@psps-ba.nl



Netherlands