



Globalization of horticultural technology & innovative indoor plant production systems

Horticulture has traditionally been defined by its local circumstances. The pace of change has increased immensely in the last decades as new technologies are being applied in the horticultural sector. The Japan Plant Factory Association and the RAI GreenTech Exhibition (Amsterdam & Mexico) would like to share some of their insight on these topics. Co-hosted by the Dutch Embassy in Tokyo and in collaboration of leading scientists on this topic, we will show some of the contours of the rapid globalizing market of horticultural technology. We designed this seminar with the interest of both Japanese and an international audience in mind. The event is in response to the interest of Japanese horticultural/plant factory companies to be more active internationally and better informed of global trends among operators and technology providers.

The recording of the event will be accessible to registered participant after the webinar.

Webinar Program

Globalization of horticultural technology & innovative indoor plant production systems

March 23, 2022, 16:00 – 17:30 JST / 08:00 – 09:30 CET

Welcome by Japan Plant Factory Association and GreenTech

Keynote presentation: Opportunities in horticultural technology and application

Ms. Denise Lutz, Agricultural Council

The Netherlands Embassy in Tokyo

Plant Factory and Horticultural innovations in Japan,

Ms. Eri Hayashi, Vice President

Japan Plant Factory Association

GreenTech a Global trade platform watching for trends in tech-driven horticulture

GreenTech, Mariska Dreschler Director, Horticulture RAI Amsterdam

Interview with Mr. Edwin Vanlaerhoven, Business Development Director Certhon/Denso

Current status and future challenges in vertical farm systems

Dr Luuk Graamans, Wageningen University and Research, the Netherlands

Q&A 15 to 20 minutes

Register for this webinar at: <https://bit.ly/3vJLD9N>



Presentation topics and speaker

Opportunities in horticultural technology and application, Netherlands Embassy Tokyo

Ms. Denise Lutz, Agricultural Council will share some of the experience in supporting trade between Japan and the Netherlands. Aware of rapid development in both countries in the horticulture sector, Ms. Lutz will point out opportunities not only for business but also for innovation and research collaboration.

Ms. Denise Lutz is Agricultural Counsellor at the Netherlands Embassy in Japan since August 2021.



Positioning of the Dutch Agri-sector as an ideal partner is an important theme in the work of Ms. Lutz. Here work includes the stimulation of co-creating innovative solutions to global challenges in the field of agriculture and market access are. Her work at the Ministry of Agriculture in the Netherlands was on topics related to EU policy and EU support for producer-organisations in the horticultural sector. Ms. Lutz, holds a Master's degree from Leiden University in Japanese language and culture and a Master's degree from Tsukuba University.

Plant Factory and Horticultural innovations in Japan, Japan Plant Factory Association

Ms. Eri Hayashi will go over some important Japanese innovations resulting in the rapid expansion in Controlled Environmental horticulture, including plant factories, in the country. The specific climatic, geographic, social, and business circumstances in Japan have resulted in numerous innovations. Also, the topic of sustainability and food security have seen many new companies entering into the horticultural/plant factory arena as tech providers and operators.

Ms. Eri Hayashi of the Japan Plant Factory Association is Vice president and Director of



international department of the JPFA. The association is a nonprofit organization devoted to academic and business advancements in the plant factory industry. She has a keen interest in technological advances, including phenotyping, in plant factories.

GreenTech a Global trade platform watching for trends in tech-driven horticulture

Ms. Mariska Dreschler, Director Horticulture RAI Amsterdam will present the trends as visible at the GreenTech fairs. These trends and innovation are further underlined during an interview with Mr. Edwin Vanlaerhoven, Business Development Director Certhon. The presentation and interview will showcase a topics of interest to Japanese customers. Among other the fast expansion of the application of Artificial Intelligence (AI) and robotics in horticulture. During the seminar, GreenTech will introduce the exciting collaboration between Denso and Certhon in the field of robotics and their turn-key greenhouses. Among the trends covered will be Sustainability (SDG's) cannabis and the application of cross-over technologies from other sectors that are impacting horticulture.

Ms. Mariska Dreschler, has a 25 year background in entrepreneurship, business strategy, business development and event management. As Director Horticulture at the RAI Amsterdam, she supports the global food and flower production industry by organizing trade fairs for these communities to connect, both face-2-face and digital. The GreenTech portfolio consists of GreenTech Amsterdam as the worldwide leading trade show on horticulture technologies and GreenTech Americas as the regional trade show in Mexico.



Mr. Edwin Vanlaerhoven, Business Development Director Certhon has a life-long experience in international hortibusiness and has a master's degree in Food Management. Currently he is responsible for strategic business development at Certhon, building new partnerships and growing the business. Previously, he has held several commercial leading roles in globally exporting companies of ornamental plants, fresh fruits and vegetables.



Current status and future challenges in vertical farm systems, WUR, the Netherlands

Dr Luuk Graamans of Wageningen University and Research, the Netherlands, will, from a scientific perspective, cast some light on the status and limitation of vertical farming and what developments for this are sector on the horizon. This presentation is informed by research done by this internationally leading agricultural university from the Netherlands and their international partners. WUR has an extensive collaboration with both JPFA and GreenTech and is a long-standing partner of both organisations.

Dr Luuk Graamans, is a researcher from Wageningen University & Research (WUR) where he heads Vertical Farming research in the business unit Greenhouse Horticulture. His doctorate was obtained at both Delft University of Technology and WUR, the Netherlands. Much of his research focus is on the technical feasibility of vertical farming as a new production system. His research includes topics like: plants energy processes in a closed cultivation system, energy demand and optimization in vertical farming, vertical farm integration in cities and feasibility forecasting of (urban) vertical farming.

