

A satellite map of the African continent is shown in the background. The landmass is visible with various shades of green, brown, and yellow, representing different vegetation and terrain. The surrounding oceans are dark blue. The text 'Holland Greentech' is overlaid on the map in a light green color. A small green circle is positioned to the right of the text.

Holland Greentech

Maarten Hermus – manager and partner



**Holland
Greentech**

Our vision

**To develop the next step of horticulture
sub-Saharan Africa in a commercial way**



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Key lessons

Products

People

Practise

Products & Partners

Quality horticultural suppliers



People

Young enthusiastic expert teams



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Practice

Good service, demo and PPP's



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Challenges

Imports and regulations

Value chain development

Public-private partnerships for entrepreneurship



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2019 onwards

Expansion in countries and product portfolio

Knowledge sharing - Holland Greentech International

Public-private partnerships





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Why | Quality inputs & services for farmers

How | Products - People - Practice

**What | 2018 | Rwanda-Uganda-Zambia-Kenya
30 full time employees - 10.000 farmers trained**



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Business

Expansion in 12 countries by 2022 and increasing market share in current and new products in active countries

Break-even after two years – turnover of 2M USD in 5 year with 10% profit margin

Strong scalable model backed up reliable partners