

10 Reasons

Why West
Holland is the
Hotspot for
Horticulture



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page and
explore!

**Innovation
Quarter**

*invest &
innovate in
West Holland*

10 Reasons Why West Holland is the Hotspot for Horticulture

The Netherlands and the West Holland region offer a unique location for all horticulture activities. The largest greenhouse area in the world, Greenport Westland-Oostland, is located in the West Holland region. The region is also known for its highly innovative Horticulture cluster, with an excellent knowledge infrastructure, knowledge sharing and efficient logistics.

We present 10 reasons to invest in the West Holland region.



Innovation

1

80%

HIGHLY INNOVATIVE

of all horticulture innovation worldwide originates from the Netherlands. The West Holland region holds the vast majority of Dutch innovate firms in Horticulture.



2

SUSTAINABLE URBAN DELTA



580 horti companies receive CO₂ from the industry in Rotterdam



15% of the Dutch Household energy is produced from the excess heat of greenhouses



3

INNOVATIVE COMPANIES often incorporate knowledge and expertise from other sectors, such as ICT, Water and Life Sciences & Health.

4

Participate in knowledge networks

Wageningen UR is the world leading university in agrifood. Their horticulture research department is located in the West Holland region and operates in close collaboration with local horticulture firms.

Talent & Knowledge

5

TRAINING PROGRAMS

Several training programs by Dutch growers are intended for international firms. Often in collaboration with research institutes, these growers are eager to share their expertise.



COMPLETE HORTICULTURE SUPPLY-CHAIN

is present in close geographical proximity. All links are strongly intertwined, leading to widespread collaboration and knowledge sharing.



Test facilities

TESTING AND DEMONSTRATION FACILITIES

7 thematic Innovation and Demonstration Centers in which business and research centers collaborate.



Taste



Water



Energy



Bulbs and plants



LED



Robotics



Digital cultivation

Location & Logistics

INTERNATIONAL TRADE HUB

24 %
of the world trade in horticultural products is in Dutch hands



85%
of all income in the Dutch Horticulture sector is associated with export

8

CLOSE TO THE PORT OF ROTTERDAM

The biggest fruit and vegetables harbor in Europe.



3 million m²
conventional storage



600.000
airconditioned pallet places



250.000
cooled storage pallet places

200
importers and exporters of fruit and vegetables.

9

WORLD LEADING



Exporter of cut flowers, plants and trees in the world



In knowledge and innovation



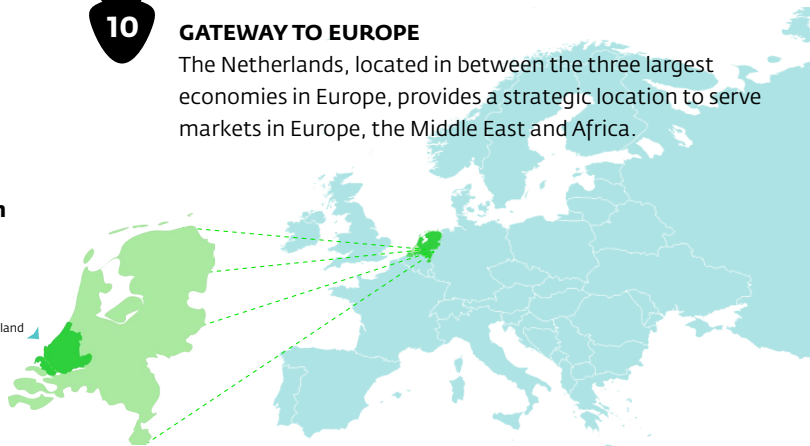
In added value

10

GATEWAY TO EUROPE

The Netherlands, located in between the three largest economies in Europe, provides a strategic location to serve markets in Europe, the Middle East and Africa.

West Holland



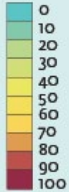
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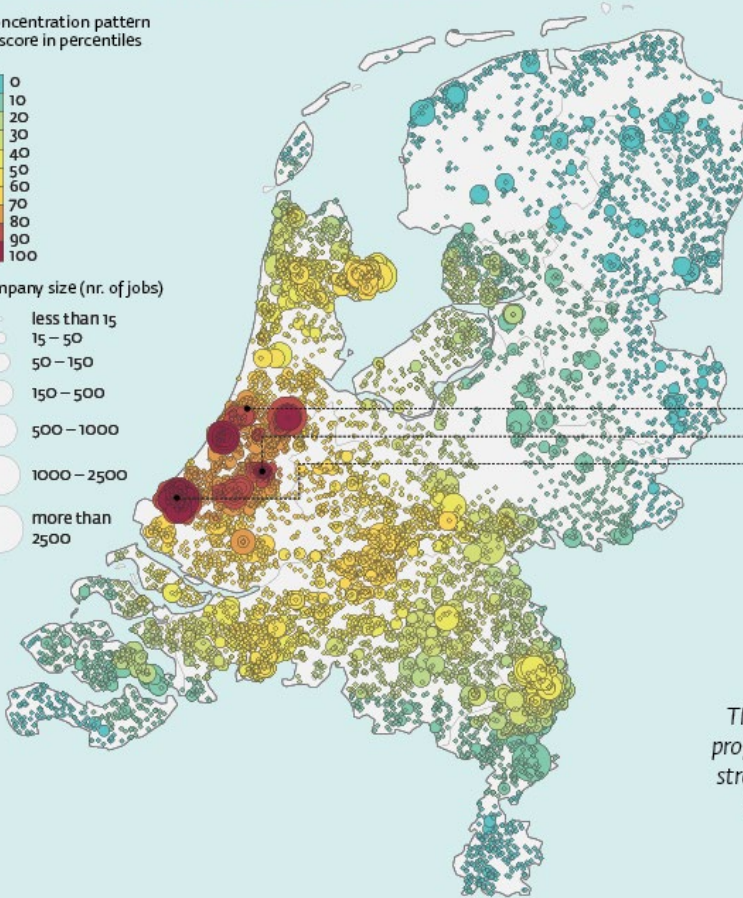
West Holland, the Hotspot for Horticulture

Spatial distribution of companies in the sector horticulture & propagating materials

Concentration pattern
D-score in percentiles



Company size (nr. of jobs)



Greenport Duin- & Bollenstreek
Greenport Boskoop
Greenport Westland-Oostland

*The sector horticulture &
propagating materials has a
strong concentration in the
West Holland region.*

InnovationQuarter is the Economic Development Agency for the West Holland region in the Netherlands. We provide free assistance and advice to international companies looking to locate in West Holland. In addition, we facilitate co-operation between companies, academic institutions and government. Moreover, InnovationQuarter funds innovative and fast-growing businesses in the region.

WEST HOLLAND OFFERS YOU

- A strategic location in the heart of Europe
- State-of-the-art business, research and incubation facilities
- Highly educated and multilingual workforce
- Superior logistics infrastructure
- Excellent quality of life
- A competitive tax climate
- Advantageous tax incentives for R&D activities
- A dedicated foreign investments team, offering confidential, free of charge services to international companies

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