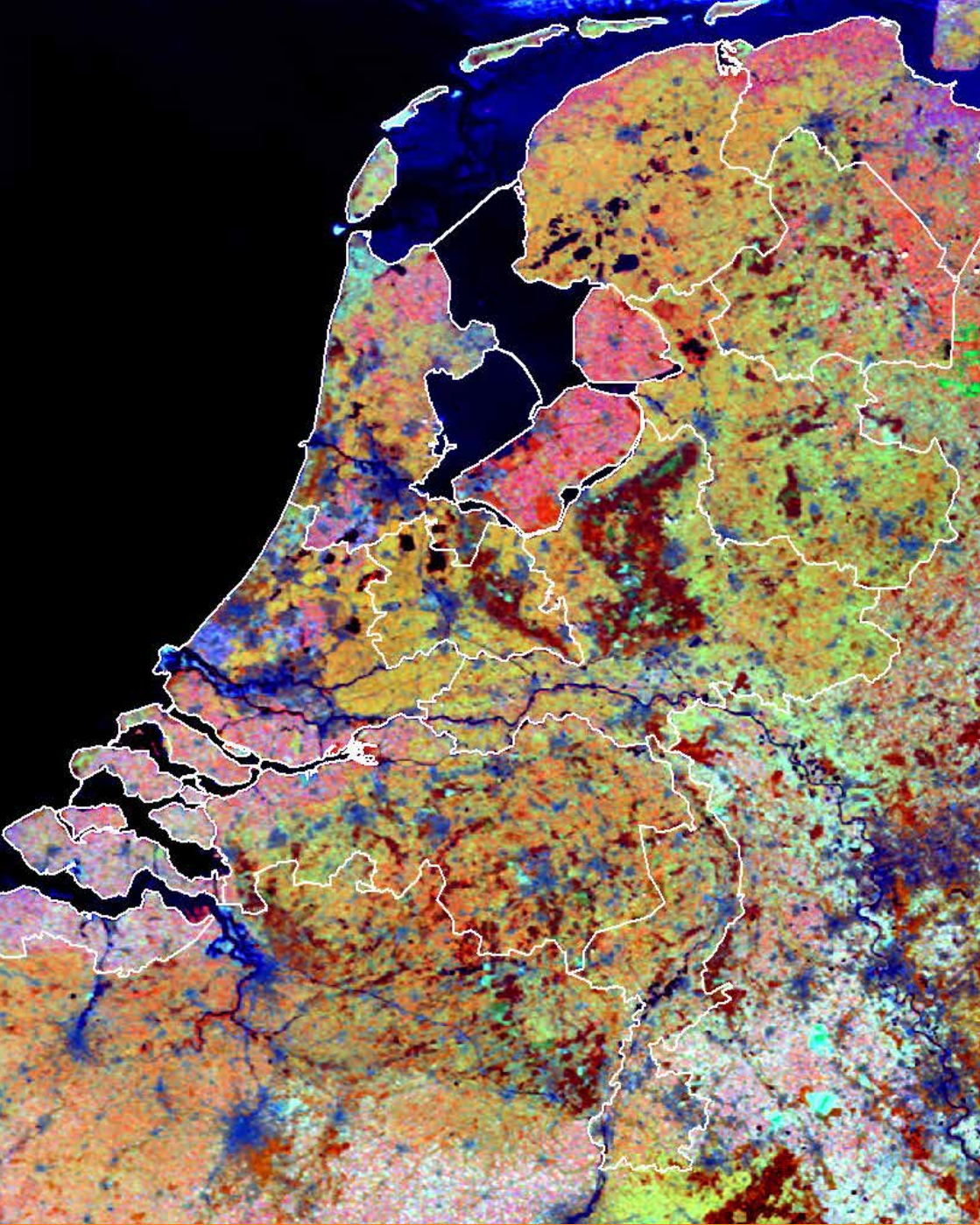


7 - 10 June 2015

# Netherlands Dairy Trade Mission to Sri Lanka





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**The Netherlands**







**Sara Knijff**

Director International Agribusiness

## Foreword

### Cooperation between Sri Lanka and The Netherlands & Emerging Opportunities in the Dairy Value Chain

I'm looking forward to visit beautiful Sri Lanka, accompanied by a delegation of representatives of the Dutch dairy business. The Netherlands has in the past strongly supported the development of the dairy sector in Sri Lanka through various development projects, and many key officials in the Government and the private sector are familiar with Dutch training institutes.

It gives me great pleasure to renew our friendship in the field of dairy, and to strengthen the cooperation between Sri Lankan and Dutch dairy businesses. The future looks promising.

Worldwide, the demand for animal proteins is growing, and in Sri Lanka too, with incomes rising, the demand for healthy dairy products is going up. Clearly, Sri Lanka is now embarking on the road to self-sufficiency and many investments are being planned to increase the productivity and the levels of processing.

The Netherlands, being a world player in agricultural trade and supplier of state of the art sustainable agricultural technology, is acknowledging the potential and dynamism of the Sri Lankan dairy sector. We are enthusiastic to explore the possibilities for further cooperation and exchange ideas on the next steps we could take together. It is up to the entrepreneurs and the training institutes to take advantage of the different opportunities, and the Government stand ready to assist wherever possible. I am convinced that this mission will help to strengthen our business relations.

Also on behalf of the participating Dutch companies I wish you a successful event. We are looking forward to meeting you!

Sara Knijff

*Director International Agribusiness, Ministry of Economic Affairs  
Leader of the Delegation*



**Louis Piët**  
Ambassador

## Foreword

Sri Lanka today is a very rapidly changing society. Since the presidential elections last January the political landscape has changed fundamentally, offering all people a perspective to participate in the country's development. This new political wind blows in the sails of the encouraging economic performance that was witnessed over the past few years, leading Sri Lanka towards graduating to middle income status. The dairy sector is a specific example of this change, transiting from small scale low input-low production to medium and larger scale more intensive production systems.

In this political and economic context, the Dutch dairy mission perfectly fits our Embassy slogan:

### *Sri Lanka – the Netherlands: Old friends – New trends*

The Embassy staff has carefully prepared the road leading to this mission. The Netherlands has strongly supported the development of the Sri Lankan dairy sector in the eighties and nineties. Many senior officials in government and the private sector have received training in the Netherlands. Building on these joint experiences in the past and on the positive attitude towards cooperating with The Netherlands, the Embassy recently made training programmes available for NLDB officers and requested the Dutch Agricultural University of Wageningen to undertake an extensive study of the dairy sector in Sri Lanka. Their report demonstrated that Dutch expertise and supply match Sri Lankan demand. This mission offers both Dutch and Sri Lankan companies and organisations the chance to get to know each other and to find out how and where they can cooperate and benefit from each other.

As an Embassy we have prepared the road. Now it is up to the Sri Lankan and Dutch companies and knowledge institutes to decide whether they want to travel this road and to choose the vehicle. The Embassy staff will stand ready to offer support and guidance where needed but you will have to do the travelling. On behalf of my team I wish you a very successful and inspiring mission and I do hope that your visit to Sri Lanka will lead to very concrete commercial transactions and cooperation agreements.

Louis Piët  
Ambassador

# Introducing the Netherlands



Source: Rijkswaterstaat

A country that the Dutch created in the delta of three large rivers, flowing into the North Sea... Where two thirds of GDP are earned below sea level... Where there used to be a lake almost two million acres wide where Amsterdam Airport Schiphol is today...

Where innovative and daring solutions for water control protect half of the country against the risk of being flooded. It earned us a worldwide reputation... **We know water.**

A country that was in need of more land for agriculture... Where land was reclaimed from the sea and kept dry: the famous 'polders'. A country supposedly too cold to grow certain vegetables and flowers... Where greenhouses were invented as a solution to this problem. Where Dutch farmers now produce 2.5 times more food per acre than EU farmers produce on average... **We know food & flowers.**



Source: Tomato World



Source: Europe Container Terminals BV, Rotterdam

A country that is the gateway to Europe... Connecting nearly half a billion consumers in the European hinterland to the world's producers... Thanks to the world-class Port of Rotterdam, the internationally praised Amsterdam Airport Schiphol, an extensive network of waterways, Europe's strongest road transport sector and an extensive network of rail links... **We know logistics.**

A country with an open and cooperative attitude... Whose residents have always felt the need to explore what lies beyond its borders... Where the world's first multinational corporation originated in the 17th century. A country where, today, more than 80% of people who are 15 years or older speak English... **We know international business.**



Source: Hans Kouwenhoven



## Worldwide ranking

- **1st** Best performing European healthcare system (2013, Euro Health Consumer Index)
- **1st** Production and auctioning of cut flowers and flower bulbs
- **2nd** Number of broadband connections per 100 inhabitants (39.4%)
- **2nd** Density of road network
- **2nd** Export of agricultural products (103.3 billion US Dollar)
- **2nd** Quality of Water Transportation (9.04)
- **2nd** Logistics performance Index (4.05)
- **4th** Largest seaport in the world (Port of Rotterdam), largest in Europe
- **6th** Exporter of goods (555 billion US Dollar)
- **7th** Foreign direct investment in the Netherlands (From Europe)
- **8th** Import of commercial services (119 billion US Dollar)
- **9th** Dutch investments abroad (976 billion US Dollar)
- **9th** Importer of goods (501 billion US Dollar)
- **9th** Export of commercial services (134 billion US Dollar)

## Facts & figures 2014

- **Form of government** Parliamentary democracy, constitutional monarchy
- **Capital city** Amsterdam
- **Seat of the government** The Hague
- **Composition of the country** Twelve provinces, overseas territories of Aruba, Curaçao and St. Martin. The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean, are 'special municipalities of the Netherlands'
- **Language** Dutch, Frisian
- **Monetary unit** Euro
- **Number of inhabitants** 16,848,640 (May 2014)
- **GDP in the EU** 615.4 billion Euro (2014)
- **GDP per capita** 43.146 US Dollar (2012)
- **Trading partners** 1) Germany; 2) Belgium; 3) UK; 4) France;
- **Import partners** 1) Germany; 2) Belgium; 3) China;
- **Dutch investments abroad** 777.2 billion Euro (Ultimo 2013)
- **Foreign direct investment in the Netherlands** 485.9 billion Euro (Ultimo 2013)
- **Command of foreign languages** English (80% of > 15 years old), German (66%) and French (25%)

*Knowledge is power. Sharing knowledge is more powerful. Doing business the Dutch way is doing business with you and for you! It's not about quick fixes or easy money, but about cooperation and consideration of individual needs of partners... Trade is in our DNA. It makes us **Pioneers in International Business.***



# Company Profiles



**C. van 't Riet**  
specialists in dairy equipment



**Remon Verburg**  
Sales manager

Every day millions of people all over the world enjoy fresh dairy products. Products made from the milk of cows or goats, expertly turned into cheese, butter, yoghurt and cream. C. van 't Riet Dairy Technology develops, manufactures and supplies an array of high-quality dairy equipment worldwide. Our machines process milk perfectly into dairy products.

#### Craftsmanship

For more than 120 years, C. van 't Riet Dairy Technology has been making machines for dairy companies. Milk reception units. Curd processors. Pasteurizers. Turnkey solutions for handcrafting of industrially producing dairy products. If you want to make dairy products that exemplify craftsmanship, our specialists know exactly what you need.

#### Know-how

C. van 't Riet Dairy Technology has mastered the art of delivering turnkey solutions that incorporate new, innovative ideas. Dairy farmers who turn their milk into natural products like cheese, butter, buttermilk, yoghurt or quark find precisely the know-how they need at C. van 't Riet. Instead of inflated claims, we offer our customers personal service and creative know-how. That's what really makes the difference.

#### Customization

C. van 't Riet Dairy Technology maintains continuous contacts with its customers. Our specialists personally install our equipment, worldwide. We also train local mechanics in the servicing of dairy equipment. Customization with passion, but also reliable and low-maintenance, quality equipment.

#### Customer focus

C. van 't Riet Dairy Technology offers customers a total package of know-how and technology. Customers with specific wishes always receive from us the attention they deserve. We are steadfast when developing dairy equipment, flexible when making it.

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Owner/Manager



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www.kornetsilagecover.com

Since 1999 Kornet Beton builds solid bunker silo's. This silo system is practically air- and waterproof with an optimal drainage. Because of this the quality of the roughage will improve and the dairy farmer will have less losses.

Since 2008 we have developed the Kornet Cover Solutions cover system for a fast and efficient covering of the roughage by only one person. Because of the elasticity in the cover it stretches tightly over the roughage which results in a constantly air- and waterproof sealed covering which has a positive effect on the desired fermentation process.

Kornet Beton & Cover Solutions deliver in complete Europe and the construction/operation is being done by our own staff. We dispose of our own machines (cranes) so we can complete the whole projects by ourselves.





**Maarten Leune**

Product Specialist

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The KUHN Group offers a wide choice of agricultural machinery to meet every farmer's requirements. Our wide product range consists of: ploughs, soil preparation tools, seed drills, fertilizer spreaders, sprayers, equipment for landscape and roadside maintenance, shredders, hay/silage making equipment (mowing machines & tedders), bedding and feeding machines and manure spreaders. The Geldrop factory (NL) is the "Centre of Competence" for the development and production of balers, wrappers, drum mowers and maize choppers.

Since 1828, innovation and quality have been the basis of our commitment to our customers, the farmers. They are the inspiration behind our trademark. As a leader in farm machinery, we want to offer farmers the best products, every day and right round the world. To find work practices which maintain this constant quality and customer satisfaction, we are guided by our company project ONE.

Each location, through its adherence to ONE, makes promises for concrete action. We promise to:

continually improve, involve employees, develop synergies throughout the KUHN Group, measure our progress, foster our business partnerships with customers and vendors, and commit to citizenship.

KUHN's commitment is to make a DIFFERENCE

- Through the performance and quality of products and services
- Through the power of innovation and creativity
- Through putting the customer at the centre

Be strong, Be KUHN

KUHN want to come in contact with:

- Dairy/agricultural farms
- Dealers from agricultural Machinery
- Companies for a joined venture

**Jos ten Horn**

International New Business Manager

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Mueller – Global specialist in raw milk cooling systems

Mueller is already for 60 years a quality brand in raw milk cooling and storage solutions, as well as largest global trader in used milk cooling tanks. Mueller is further active in in the beer sector, producing cellar beer and client specific process tanks.

Mueller develops renewable-energy oriented small-scale milk cooling solutions as well as complete raw milk collection points and support clients with milk sourcing surveys, zero scans and (technical and operational) training.

Mueller does not only concentrate its activities on the Dutch dairy sector where it's market leader. Mueller exports new and used tanks from its production facilities in the Netherlands, USA and Vietnam to over 100 countries worldwide. We establish, design and install Milk Collection Centres (MCC's) and on farm milk cooling, in cooperation with (local) milk processors, farmers, government organisations and NGO's.

Mueller considers the presence of a well-trained local distributor capable to install and provide technical support for maintenance and repair an essential part of its quality and customer support concept. Installation, service and maintenance should comply too local field requirements.

Wanted contacts in Sri Lanka

Mueller is looking for a company in Sri Lanka, capable of and willing to act as distributor for Mueller with the objective to market, install, maintain and service raw milk cooling systems in Sri Lanka according to the Mueller brand quality standards.

Mueller wants to establish contacts with Dairy processors, farmers cooperation's, Farmers, Governmental organisations and NGO's looking for milk quality improvement through milk collection point set-up, on farm milk cooling, raw milk cold chain improvement, milk sourcing support.





**Fons Michielsen**  
Teacher

Mbo Life Sciences is one of the three partners in the Dutch Dairy Chain. The Dutch Dairy Chain intends two strategies: a continuous educational flow from vocational college (mbo Life Sciences) via University of Applied Sciences (Van Hall Institute) to University (Wageningen University Research), both national as well as international, and product flow from cow via factory to consumer.

Mbo Life Sciences is specialised in education in the field of food production and (food and medical) analyses. Mbo Life Sciences provides education to pupils at two levels, roughly a 3-year education and a 4-year education. And next to this we provide in the same way education to adults (leading to a diploma) at three levels as well as tailor made training.

Our focus is on dairy technology. Our intention is to provide practical skills and all theory that is the fundament of the daily practice in dairy factories. In the Netherlands we are the institute with the most knowledge, most experience and most qualified personnel in this field. We are preferred supplier for FrieslandCampina. We have also a lot of experience in tailor made training in several countries (in Europe, Asia and Africa).

We can train personnel of dairy factories and we can transfer our training skills in the field of dairy technology to local training institutes.

Mbo Life Sciences is a combined education of Nordwin College and Friesland College. Nordwin College provides education for pupils from 16 – 22 years of age in all fields of agricultural business.

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**Han Bartelds**  
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Export Finance finances the exports of capital goods and services exports to emerging countries. The relevant credit risks, being commercial and political risks, are covered by the government supported Export Credit Agency (ECA) in the country of the exporter.

The Export Finance team consists of 15 professionals, located in Utrecht, regions West (Rotterdam), South Eindhoven) and East (Enschede and Groningen) and Shanghai, has a proven track record with all major ECA's globally. The key sectors in which Export Finance is active include marine & offshore, food & agribusiness, technology, construction, food processing and dairy. The main products provided are the financing of capital goods and services (buyer credit/supplier credits), advance payments, transaction related guarantees, and working capital.

Export Finance is unique in the Dutch banking landscape in the way that it supports both the SME and Mid/Large Corporate segment. The fact that Export Finance has specialists on the ground is unmatched by competition in the Dutch Export Finance market. This way, Export Finance is truly able to support the Dutch member banks in their product offering to their client base, both on the origination and the structuring side. Main focus of Export Finance is to support clients with tailored solutions as to strengthen their negotiation position.

Sri Lanka is one of the focus countries of Rabobank in view of the many projects that have been materialised. These projects range from disaster management projects, the medical sector (bloodbanks and hospitals), educational projects, bridges and breeding cattle.

The Sri Lankan dairy sector can truly benefit from the expertise of Dutch companies in many areas, such as animal husbandry, feed and fodder supply, dairy processing and distribution. Equally important is to raise the level of knowledge and skills of dairy farmers.

Rabobank has the level of knowledge and expertise to support our clients' participation in empowering food and agri supply chains. We aim at strengthening our client's business and the respective local economies by providing tailor made ECA based financing solutions.



**Anton Jongbloed**  
CEO



**Vijay Kumar**  
Chairman of the Board



**Anita Bhagwandas**  
Public Communication Officer

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Serigas was founded in 2010. Serigas combines a team of graduates fresh from Delft University with seasoned retirees from big companies like Philips, Unilever, Shell, BAM, and ING.

#### Dutch Indian Corporation

Serigas is a company with Dutch and Indian shareholders and management. It benefits from Indian ingenuity and Dutch down to earth approach, engineering and marketing savvy. Serigas and Scalene Energy Research Institute in India operate hand in hand.

#### Expertise for the dairy sector

Liquid manure has a negative impact on soil fertility. In Europe strict laws are implemented to reduce the spread of manure on the land. Serigas developed a manure processing system that processes manure into energy, organic fertilizer and clean water.

Anticipating stricter laws for manure, research was started in 2010 in Bangalore and Voorschoten on the manure problem. In 2012 a successful pilot was constructed in Zeewolde.

#### Clean Water

The biggest challenge is to produce clean water that can be used as process water or drinking water. At Serigas' request a new system was developed by SERI that removes complex organic compounds from waste streams.

#### Energy

The organic compound in manure can be converted in bio gas. However biogas contains many pollutants. Serigas developed a system that produces clean green gas at competitive prices without subsidy.

#### Minerals & Nutrients

Serigas developed a system that reclaims minerals and nutrients from the manure. Together with the bio based economy group from the Dutch agricultural University in Wageningen further development takes place.



**Hans van Honk**

Director strategy and academic affairs



**Jan Jeronimus**

Programme Manager Internationalization

## Wellantcollege

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Wellantcollege is the largest agricultural (pre-)Vocational Education and Training institution in Europe with over 13,000 students and 1,425 teaching staff at 23 pre-VET schools and 11 VET schools, all located in the centre and west of the Netherlands.

### Education Departments

- Agro Food and Health
- Water, Urban Green and Land Management
- Agro Business and Green Technology
- Countryside and Environment
- Horticulture
- Veterinary Nursing

### Management

Wellantcollege corporation includes a central administration with a board of three honourable members, regional directors plus advisory and support services. These include Business, Development & Education; Finance & Control; Human Resource Management; plus ICT and Facilities, ensuring the schools can focus on education.

### Mission

‘Working on a healthy and sustainable future by excelling in green education, we aim to deliver the best possible grounding for a career in green industries.’

### Values

- Sustainability
- Innovative
- Entrepreneurial
- International

### Unique Selling Points

Personal approach, practical hands on education and involvement, high quality.

### Business partners' profile

We are looking for:

- Leading parties in the agricultural/horticultural vocational education.
- Companies with requests for vocational skills, knowledge and competences.
- Local governments with the intention to collaborate with local education and industry/farmers to share experiences in the regional learning process.





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### ZOA: Relief, Hope, Recovery

In a world full of conflict, injustice, poverty and disaster, ZOA supports people who suffer because of violent conflicts and natural disasters in fragile states, irrespective of race, gender, ethnicity, religion or age. Through our long-term commitment, we attend to the needs of the people we serve at different stages from relief to recovery in a variety of sectors.

ZOA works in fifteen countries in Africa, Asia and the Middle-East to ensure positive change at the community level by people to realize dignified and resilient lives.

One of ZOA's focus areas is livelihoods and food security. We support income generation, market support, agriculture production, and conditions for rural and urban economic development.

### ZOA Sri Lanka

ZOA has been working in Sri Lanka since 1995. Since 2009, when the conflict ended, ZOA has supported returnees and host communities in the North and East, helping them rebuild their livelihoods. ZOA aims to support communities in getting back on track; becoming resilient, with a focus on economic development, education and water, sanitation and hygiene.

This process towards recovery, is complicated by prolonged droughts and severe flooding. In our programs we include disaster resilience as an objective, aiming at less vulnerability to recurring natural shocks.

### We invite you

We invite you to get involved in our challenging and exciting programs aimed at the economic development of these conflict-affected communities.





# Official Delegation

## Official Delegation



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## Publication

Netherlands Enterprise Agency

The Hague, the Netherlands

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