



Horticulture and Agri & Food

Alert: the Netherlands has been scheduled to participate as focus country in the World Food India 2019 (scheduled for 1 - 4 November 2019, New Delhi). However, as there is a distinct possibility that World Food India 2019 will be postponed till a later date in 2019 or 2020, Agri & Food companies are encouraged to join the trade delegation. Companies that register before 22 August will receive matchmaking in both New Delhi and Bangalore and will be able to participate in the Tech Summit in New Delhi that will focus on joint Indian – Dutch successes in the fields of agriculture-water-health and their interconnections.

This mission is aimed at companies and knowledge institutions that are (or have a strong motivation to become) active in India related to horti & hortitech solutions. The Dutch government and sector organisations have established good contacts with Indian counterparts at national and local level to support such cooperation. Targeted cities are New Delhi (14-16 Oct) and Bangalore (17-18 Oct). Companies who deliver solutions to save water as well as companies who use geo data to deliver information to farmers, insurance companies and other stakeholders are explicitly invited to register as well.

The horticulture mission during the Indo-Dutch Tech Summit in Delhi will give participants an excellent platform to learn more about the Indian horticulture sector. Horticulture and technology go hand in hand. While 60% of India's labor population works in agriculture, improvement in productivity through innovation in horticulture is needed. Provided Dutch companies and knowledge institutions take into account the three P's (Price, Partner, Perseverance), now is an excellent time for further business development between Indian and Dutch companies.

Improvement

The abundant presence of resources and favorable growth conditions make India a highly promising actor in the horticulture sector, both as a consumer as well as a producer. Domestic demand for horticulture products is growing rapidly and India is the second largest producer of fruits and vegetables in the world. Nevertheless, major opportunities exist for improvement in horticultural best practices, post-harvest handling, processing, logistics and shelf-life. Also regarding food loss and the overuse of insecticides and pesticides, improvements can be made through Indo-Dutch collaborative projects in this field.

One of the main ambitions of the current government is to double farmers income by 2022. Doubling farmers income is possible by using the right quality of plant and planting material, produced with minimal use of water and chemicals and using the right cold chain facilities.

Matchmaking facilities

Even though agriculture is a state subject, the general agriculture policy is structured by the central government in New Delhi. The states have the responsibility to implement the policies developed by the central government. The Agriculture department at the Netherlands embassy has an extensive network within the central government's Ministry of Agriculture, which is crucial for sorting out market access issues. During the Tech Summit in Delhi there will be collective as well as individual matchmaking for Dutch Horticulture companies. Depending on the wishes of the horticulture delegation, field visits around Delhi will also be part of the programme.

Bangalore is often known as India's IT hub or its Silicon Valley. Lots of R&D activities related to horticulture have been developed there. Hosting our new Consulate General, it shows how important the state of

Karnataka is in terms of building innovation and technology exchange between both countries in the horticultural sector. The horticulture delegation will arrive in Bangalore in the evening of 16 October and will have field and company visits on 17 and 18 October along with more focused matchmaking sessions.