



## Draft programme trade mission Mexico Horticulture 21 – 24 April 2020

### Monday 20 April

Evening Flight to Mexico City

### Tuesday 21 April

Morning Arrival Mexico City

Afternoon Optional: cultural programme (tbc)

Evening Welcome drinks with NLinB Business Mixer

### Wednesday 22 April

Morning Group picture & kick-off meeting with Prime Minister Rutte  
Doing business in Mexico

Seminars on development and opportunities in:  
1: Agro-logistics  
2. Ornamental Plants and Flowers

Afternoon Networking lunch

Matchmaking

Evening Meet & greet with Prime Minister Rutte  
Opportunities for Contract Signings  
Trade Event with Prime Minister Rutte

### \*Track 1: Thursday 23 April

Morning Transfer to Querétaro

Seminar 'Opportunities in the horticulture sector'  
- Trends, challenges and opportunities in the Mexican horticulture  
- Sustainability in the horticulture sector – trends & challenges  
- Promoting innovation in the horticulture sector

Afternoon Company visit large Mexican vegetable producer & exporter

Evening Networking dinner

### **\*Track 1: Friday 24 April**

Morning	Breakfast / network event Pitching seminar – innovative & sustainable Dutch solutions for the horticulture sector Matchmaking
Afternoon	Company visit high-tech Mexican vegetable producer & exporter and circular agriculture project Debriefing
Evening	Transfer to Mexico-City Flight to Amsterdam

### **\*\*Track 2: Thursday 23 April**

Morning	Transfer (by plane) to Guadalajara
Afternoon	Seminar on ‘Responsible Sourcing’ Networking lunch Matchmaking
Evening	Dinner

### **\*\*Track 2: Friday 24 April**

Morning	Company visit berry farm Company visit berry collection center
Afternoon	Company visit avocado farm Company visit Avocados Packing Plant Debriefing
Evening	Transfer (by plane) to Mexico-City Flight to Amsterdam

**\*Track 1: (Querétaro): companies focused on agri-logistics and greenhouse horticulture for vegetables and floriculture .**

**\*\*Track 2 (Jalisco): companies focused on import of tropical fruit, agri-logistics and greenhouse horticulture for berries and vegetables**

**\*\*\* This programme is in development and will contain one or more of these components per day.**