



Delphy Japan



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Introduction

- My name is Aad van den Berg
Managing Partner Delphy
- CEO of Delphy Japan Co. Ltd.
- Collaborating over 10 years with business partner
Yuzo Ode san



Delphy Japan Co. Ltd.

- Cooperation with GreenQ started with consultancy in 2012
- Vision and strategy of Yuzo Ode san for private-owned consultancy company in Japan
- Establishment of GreenQ Japan on 8th of April 2014
- Name changes in January 2016 into Delphy Japan as 50% subsidiary of Delphy Group BV



Vision of Delphy Japan

デ

- Economical sustainable horticulture, only possible if growers are profitable
- Know-how and professionalism makes more profitable
- Know-how is driver for innovation and improvement
- The Netherlands is worldwide leading in horticulture
- Bridge Dutch know-how and expertise to Japan and integrate into local business and network



Regional Horticultural Clusters



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Regional horticultural cluster

- Wikipedia says:

A cluster is a geographical location or region in which a group of companies and other institutions (such as universities) within a specific field are located near each other.

(A well-known example of a cluster is Silicon Valley in California)

- Goal of a cluster is:

By having a certain group of companies from the same sector located in a certain area, it has an additional advantage for those and other companies and promotes business innovation, scalability, talent development and market strength

- Regional Horticultural cluster is:

A limited region with a diversity of horticulture related companies collaborating together for innovation, development, upscaling, sustainability, talent development and a stronger international position

(A well-known example is Westland)

Best practices in NL



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Unique region



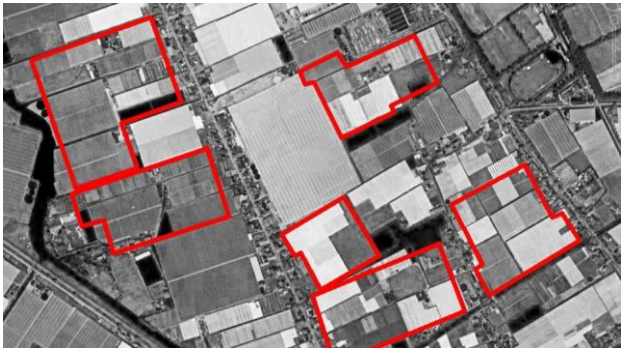
378,000 km² area
125 million people



41,500 km² area
17 million people

Compared to Japan, the Netherlands is (just) a region
All horticultural regions in the Netherlands collaborate with each other

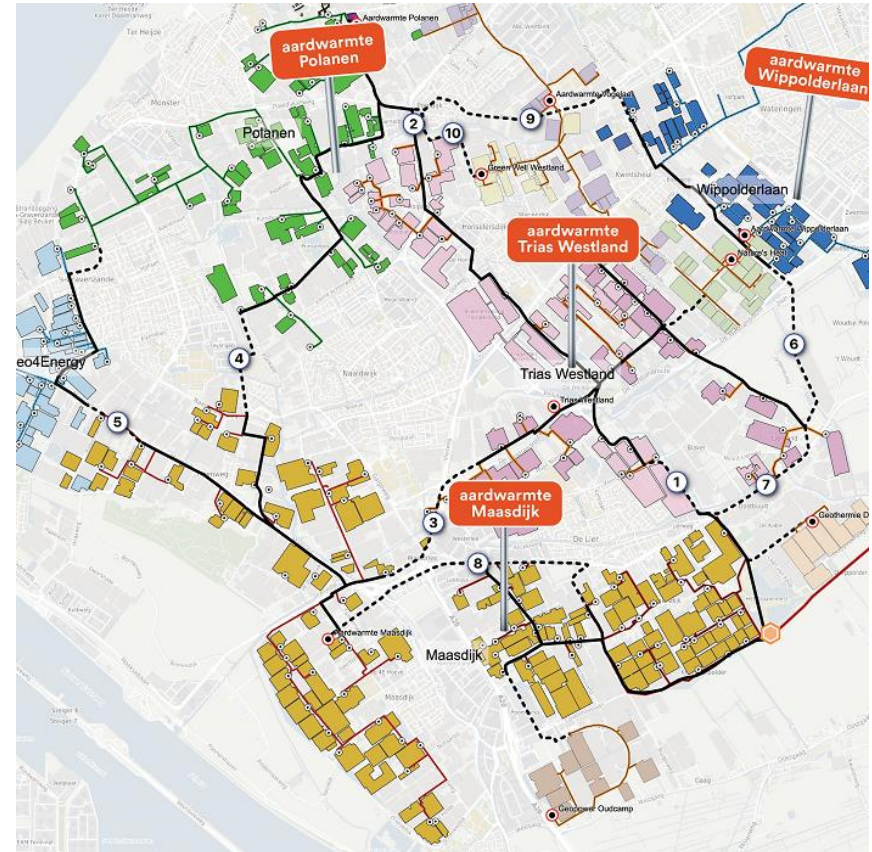
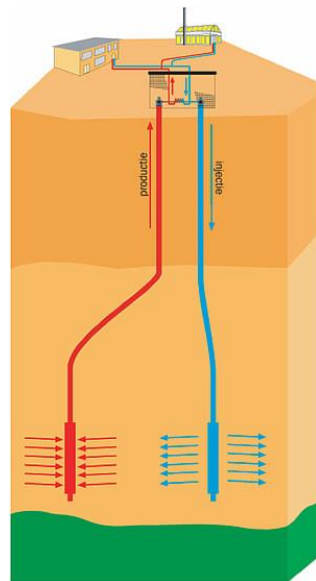
Increase of scale



Energy clusters

- High(er) prices for energy
- Target is zero carbon horticulture
- High concentration of greenhouse with limited distance between growers
- Lead to energy clusters among growers

Clustered geothermal wells



Connecting industries

Agriport A7

Total 1,000 ha:

630 ha greenhouses

75 ha data centers

40 ha logistics

Own energy company

Own water company

“cluster” Triple Helix



- Horticulture business
- Universities
- Government

- Close collaboration in research
- Encourage innovation for growers
- Conditions for sustainable horticulture

Research “cluster” (not physical region)



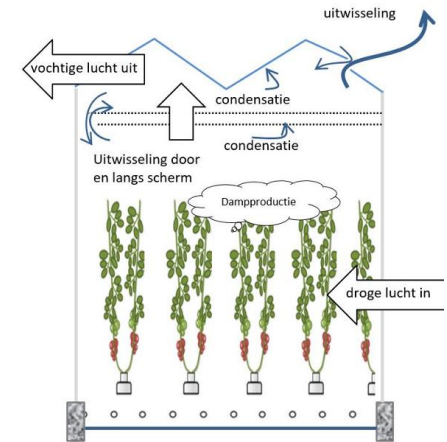
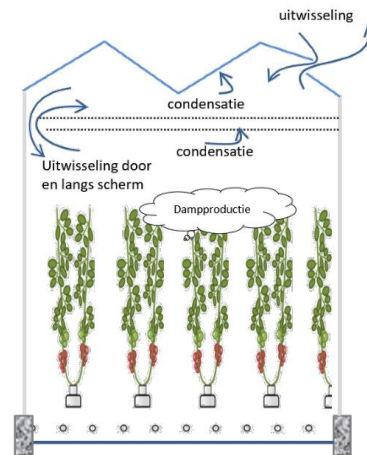
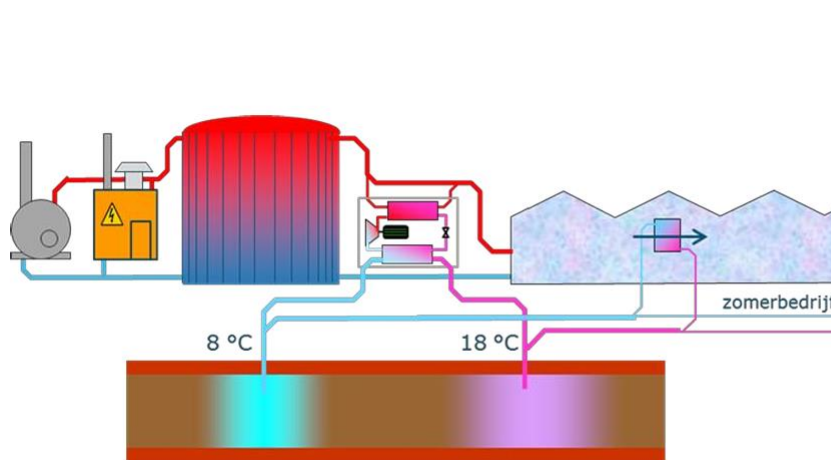
Triple Helix



- Governmental policy and goals
- University and private research institutes
- Growers requests and needs

Research "cluster" (not physical region)

- Growers oriented research projects
- Financial support government
- Knowledge increase for growers



Regional Horticultural Clusters

Best practices in JP



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Increase of scale in Japan



AgriD



SARA



Ichigo

Regional knowledge groups

- Prefecture support for growers
 - Lectures and study groups
 - Super coach program
 - Private organized groups of local growers
 - Growers group consultancy
 - IT platform with dashboard sharing best practises
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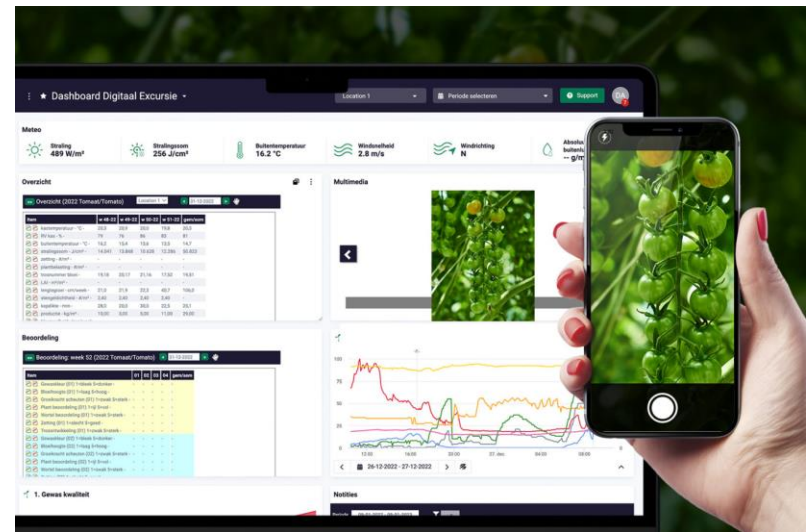
Regional knowledge groups

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Regional knowledge groups

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<https://www.youtube.com/watch?v=ti8X9-fbF-k&pp=ygUOZ3JlZW5wb3J0IHdldlc3Q%3D>

<https://www.youtube.com/watch?v=fWq5W4Qu37I&pp=ygULYWdyaXBvcnQgYTc%3D>



Thanks for your attention



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