

Westland

the DNA of a world leader in horticulture



History & Legacy

The Westland region is proud of its long agriproduction history dating back to 1300 A.D. The region has proven to be robust and resilient towards major shocks and has grown to be the **world leader** in horticulture production, logistics and trade.

2,450 hectares greenhouses

840 growers

60,000 jobs

source: Westlands Museum Twitter



Gross added value
€ 2.7 billion

Entrepreneurship



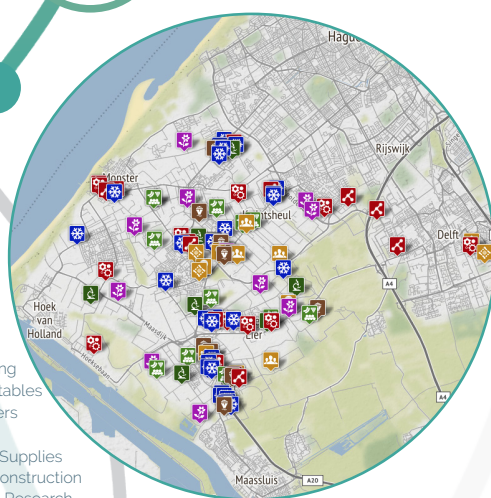
High concentration of production, delivery, trade, distribution and processing, all strongly interlinked

Dedicated services: specialized banking and insurance, conditioned transport and logistics, applied technology, retail-marketing

80% companies family owned

50% of the most innovative firms in the Dutch horticulture

- Regional
- Seed & Seedling
- Growers Vegetables
- Growers Flowers
- Cooperatives
- Technology & Supplies
- Greenhouse Construction
- Consultancy & Research
- Packaging, Trade & Export
- Transport & Logistics

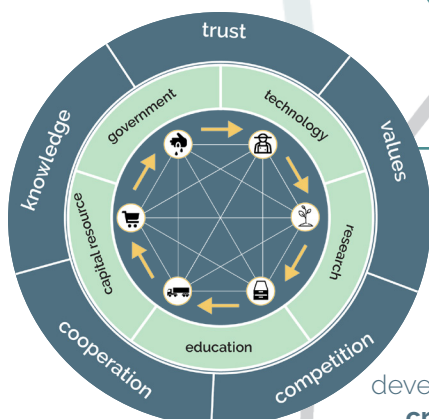


"The Netherlands has become an agricultural giant by showing what the **future of farming** could look like"

National Geographic, September 2017



Knowledge & Innovation



Greenport Horti Campus



Knowledge development and cross-sectoral innovations

A platform where **business, education and government** jointly innovate, connect, create and inspire.

Global food security challenges:

- Nutritional needs
- Dietary structural changes
- Demand for high quality products & trust in the chains

International Network Position

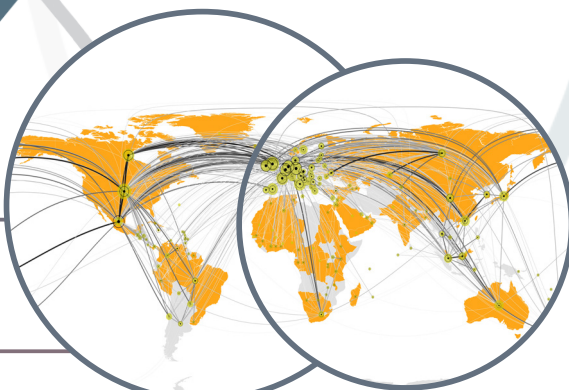


World class agro- logistics network with **Port of Rotterdam & Schiphol Airport**

Central position in the **global trade networks**

85% of all income in the Dutch horticulture sector is from **export**

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



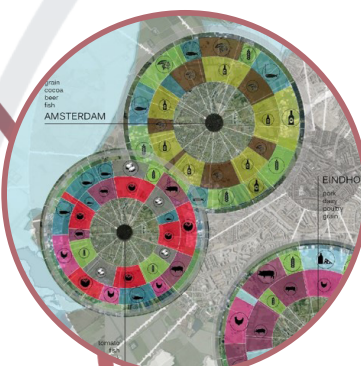
Every Greenport has its own specialization

For Westland, situated in the middle of a densely populated metropole area means that the horticulture sector needs to become **highly specialised** in every segment of the chain and to focus on **high value products** for the international market.

"Westland – the capital of Dutch horticulture"

National Geographic, September 2017

Precision & Specialisation



Centers of excellence: clusters of applied knowledge and innovation

Future proofing the region requires **companies, governments and knowledge institutes** continuously work **together** on innovation and sustainable solutions.

Resilient & Future Proof



Energy neutral by 2050

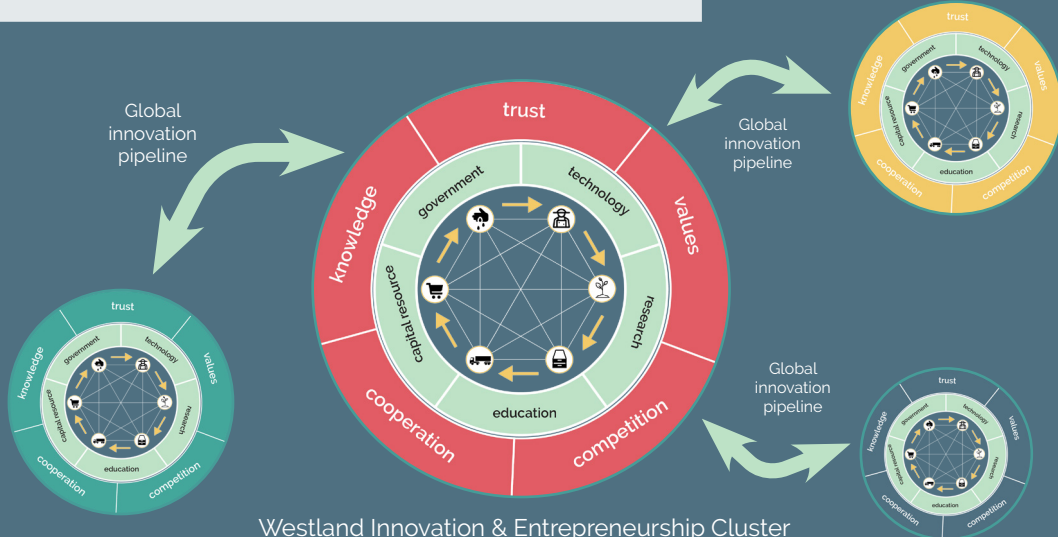
Producing **twice** as much food using half as many resources

Reduce global pesticide use



Greenport model

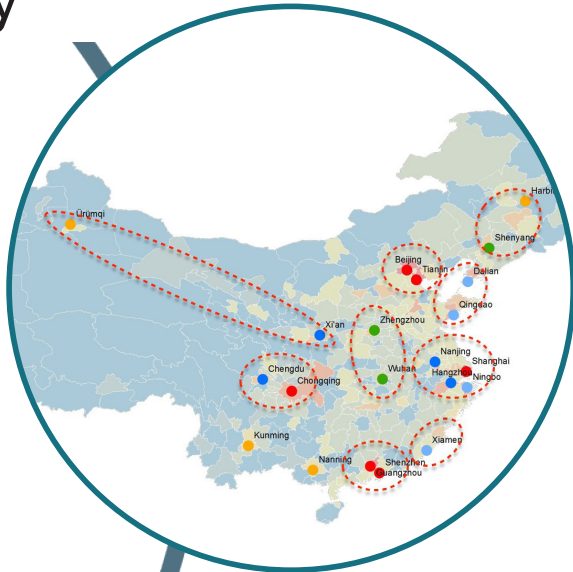
A cluster-to-cluster strategy



China: Network & Cluster Strategy

Continued urbanization of China will follow the concentrated growth patterns with the rise of a number of 'super cities' and metropolitan clusters following the 'hub and spoke' regional structure. The 'super-cities' are the tier 1 and a few tier 2A cities, with population of 20 million or more.

Under the 'hub and spoke' regional structure, clusters of medium-sized and small cities develop around larger ones. In the coming decade, this will have significant implications on infrastructure investment, resource allocation and regional economic division of labor.

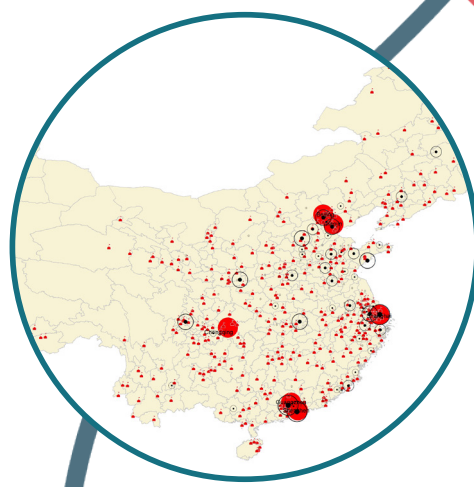


Consumer Driven

300 million Chinese will move to cities by 2025

The **consumption of fresh food** (perishables) is on the rise in China. Driven by continued economic growth and urbanization, consumption of fruit & vegetables, dairy, and meat is expected to **increase by another 18% between 2015 and 2025**.

The country is quickly becoming a **consumer-based economy**, and the demand for pork, beef, chicken and seafood, as well as dairy products and fruit and vegetables will continue to rise.



Agro-Logistics: Hub-and-Spoke

Chinese Coastal cities dominate the supply of goods to all other parts of China. Most of the trucks return with **empty load**.

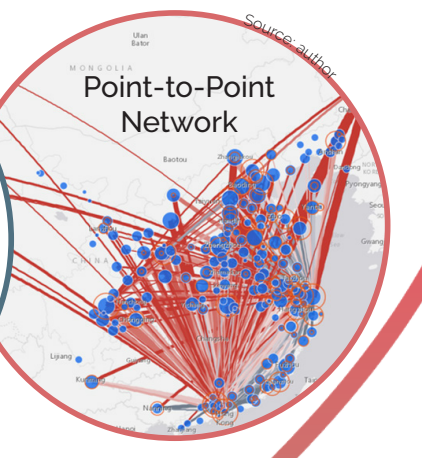
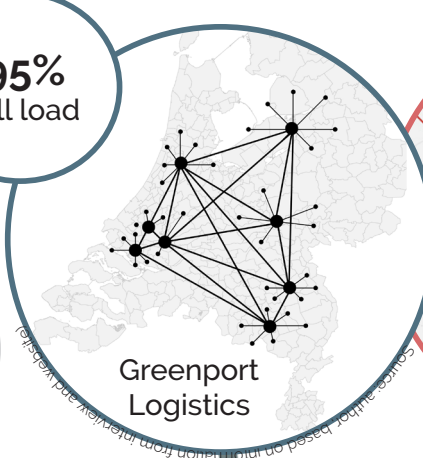
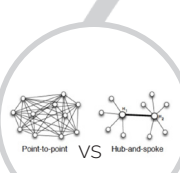
The Greenport Logistics model is an **optimized** hub-and-spoke structure.

Sharing capacity and smart logistics planning.

95% full load

Greenport Logistics

Point-to-Point Network



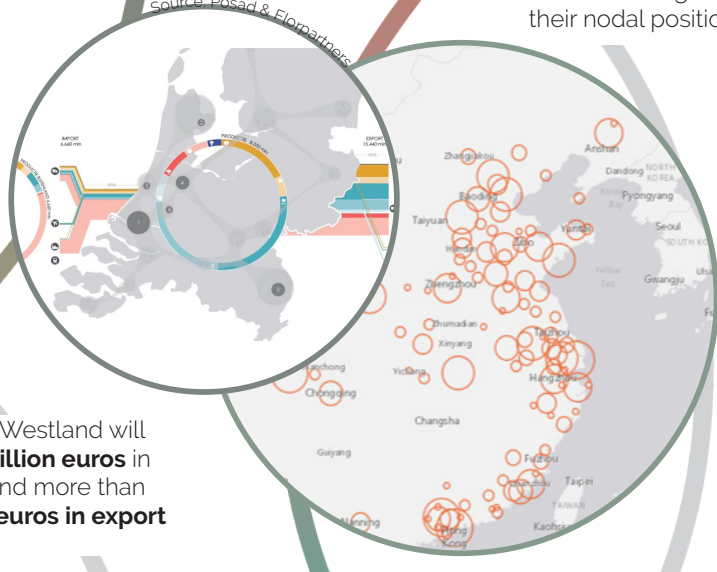
Westland greenport cluster has strong connection to the Port of Rotterdam and Schiphol Airport for import and export, supported by a strong local production cluster.

The **Greenport cluster** has strong connections with a **global city network**.

By **2026**, Westland will reach **4 billion euros in import**, and more than **8 billion euros in export**.

Nodes in the Network

Hub cities in China need to strengthen their nodal positions.



Closing the Cold Chain

The Netherlands has the **highest capacity** of cold storage per capita **in the world**.

Flora-Holland has one of the world's over **40,000 m²** of cooling areas

The potential cold chain market in **China** is more than **3 trillion yuan**, equivalent to total tonnage of 90 million ton. Of the potential market, products using **cold chain transportation is less than 40%**, which is far less than the 95% in developed countries.

High cost, low profitability and inadequate quality are the biggest challenges facing the industry.

Closing the cold chain is important for **food safety**, preserving **food quality**, and **reducing food losses**.



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Greenport China serves as a dedicated knowledge exchange and collaboration platform to connect cluster developments between the Netherlands and China.
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