Clusters as strategic innovation
Cluster approach

Rotterdam Food cluster

Woody Maijers
Professor Inholland University of Applied Science
Program leader Innovation Pact Greenport West-Holland (Horticulture cluster)
Private public partnership in the ecosystem

Mind switch:
- From linear towards integrated innovative ecosystem
- From projects towards integrated programs
- From science driven towards business driven
- From separate agendas towards joined agendas of the actors in the cluster

System innovation or transition is required
5 arenas in the innovation ecosystem

1. Government and politics
2. Education
3. Business
4. Research institutes
5. Investors
Alignment of 5 arenas in the cluster

- Policy Stimulation
- Academic
- Basic research
- Subsidy
- GOVERNMENT & POLITICS
  - Regulations Enforcement
- EDUCATION
  - Professional
  - Start up
- BUSINESS
  - Consolidation
  - Improvement
- RESEARCH
  - Improvement
- FINANCE
  - Low risk
  - Public funding
  - Private funding
Port of Rotterdam
- 8.5 million tons of fresh product Agrofood export value $ 26 billion
- 18,500 reefer points
- 2nd importer of fresh product

Rotterdam region
- 8,000 agrofood companies
- $ 32 billion turnover
- Exports to 150 countries
- Feeds 500 million mouths
Collective research, development and network

Projects to guide the regional food sector in the transition towards circular, smart, sustainable, inclusive and profitable business models

- Regional area development
- International marketing
- Smart Logistics
- Waste flows for new business potential
- Vertical Farming
- Human capital investment
- Next economy education
Food for the Future
Triple helix cooperation
Including 10 educational institutes from academic to practical level

Research
- Articulation and financing
- Accessible knowledge
- Active knowledge exchange

Education
I. Food Lessons for non Food schools
II. Education in innovation for Food schools
III. Courses for employees
IV. Learning methods for business inclusion

Valorization
- Spin-off’s and Start-ups
- Academic advisement for companies
Young visionairs
Philip van Zanten
Beekenkamp plants
“cold” 615 million / 26 m €
“warm” 11 million / 16 m €
1745 / 650 varieties

Increase in high tech
R&D improves speed / yield (@ grower)

Switch to high tech?

+/- 2,000,000,000
Quint van Veen
Rabobank Westland
World leading bank in F&A.

Offices

Facilitates all companies in the F&A chain. From breeders, to growers, wholesalers and retailers.

Provides knowledge over Economics, Global Financial Markets as well F&A.

Future

How can we ensure that we solve the global food shortage in 2030?
Kees van der Arend
Royal Brinkman
Royal Brinkman supplies products, systems and services in the field of crop rotation, crop care, crop protection & disinfection, packaging & design, mechanical equipment, technical projects and service articles.

Innovation and co-development

- Lean innovation
- Club of 100
- Innovative products

Developments

- Scaling up
- Urbanization and local production
- Energy-neutral greenhouses
- Zero greenhouse gas emissions
- Labour-saving mechanization
- Vertical growing

Full range of products for integrated pest management (IPM).

The assortment includes products of the company Agrobio, which is specialized in the production of biological protection of the plants and bumblebees.
Tim Zwinkels
BDO accountants and advisors
- My employer: BDO is based in 158 countries and also in Argentina

- My job: Advising companies in the hortisector

- My vision: NL knowledge → Horticlusters in the surroundings of mega cities

- My goal: Connecting technology with growers

- My question to you: Will plastic packaging be eliminated by 2030?
Artie Dewnarian
KuBO
Designing Producing & Building Greenhouses

Challenges
• Growing population
• Food safety
• Energy efficiency
• Water scarcity
• Local production

Solutions
• Higher production
• Maximum food security
• Reducing CO2 emissions
• Minimum water use
• And optimum returns
Steven Timmers
Redstar
Is the Dutch Horticulture still the number one in the world?
Nakita Bottrell
Valstar
IFAMA 2020 Rotterdam candidacy

Nick van den Berg
Closure and networking