

## Tentative Itinerary:

- Day 01:**
- Arrive at Amsterdam, move to hotel
  - Evening free for leisure or sightseeing
  - Dinner and overnight in hotel
- Day 02:**
- Breakfast at the hotel
  - Visit to IHFT, Vijfhuizen
  - Meeting with various exhibitors and industry experts
  - Dinner and overnight at the hotel
- Day 03:-**
- Breakfast at the hotel
  - Visit to IHFT, Vijfhuizen
  - Visit to Keukenhof park
  - Dinner and overnight at the hotel
- Day 04:-**
- Breakfast at the hotel
  - Meeting and visit to Dutch flower group
- Day 05:-**
- Visit to Flora Holland cooperative organization
  - Dinner and overnight in the hotel
  - Breakfast at the hotel
  - Visit to Aalsmeer, flower auction Centre.
  - Visit to Westland Flower Export Westland Flowers Export (WBE)
  - Visit to any other place of interest as Guided by experts
  - Evening free for sightseeing
  - Dinner and overnight at Hotel
- DAY 06:**
- Breakfast at hotel
  - Transfer to Airport at Amsterdam to board flight for New Delhi
  - Arrive at New Delhi

**Package price per person on twin sharing basis Rs. 3.25 lacs plus ST or  
Package price per person on single sharing basis Rs. 3.75 lacs plus ST**

Add on Package: 3 nights visit to France or Germany @ Rs. 1.25 lacs plus ST extra

### Package Inclusions:

- Air travel on Air India or a similar airline as per the package
- Accommodation on twin/single sharing basis in 3 or 4 star hotels
- Daily breakfast, lunch, dinners
- Airport/hotel/airport transfer
- Services of Tour Manager and technical guide
- All surface transportation by private AC coach
- Air taxes, airport taxes, air insurance, fuel tax etc.
- Visa charges and overseas medi-claim charges
- Sightseeing and technical visits including all entry tickets
- Customary gratitude to overseas service providers

### Package Inclusions:

- Items of personal nature such as laundry, phone calls, portage, mineral water, mini bar etc.
- All extras and optional sight seeing
- Anything not specially mentioned in the package inclusions

Note: The above is a standard tour. We may tailor a shorter or a longer tour including more technical visits according to the needs. Upgrades to business class flight or to a 5 star hotel will be charged extra.

### Payment Terms:

100% payment to be made by DD in favor of Centre for Agriculture and Rural Development (CARD) payable at New Delhi. Statutory Service Tax 12.36% extra to be paid with the payment of tour cost.

For further details, please contact:



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# HORTICULTURE VISIT TO HOLLAND

Nov 4 – Nov 10, 2014



**Coinciding with**

**International Horticulture and  
Floriculture Trade Fair**



NOVEMBER 5-7, 2014  
**VIJFHUIZEN HOLLAND**



**CARD CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT**



[www.card.org.in](http://www.card.org.in)

### The Organiser

Centre for Agriculture and Rural Development (CARD) is an apex body at the national level in India, which acts as think tank and policy development catalyst and monitoring center for food and agriculture sector and facilitates trade, cooperation, investments and technology promotion in agriculture, horticulture and livestock sector. CARD represents the interests of all the key stake-holders in Indian agri food sector; namely farmers, industry, research and development sectors and rural institutions for the agrarian prosperity. One of the major mandates of CARD is to promote technology exposure visits and trade and agribusiness cooperation, nationally and internationally.

### About Netherlands

Dutch horticulture sector is a global trendsetter and the undisputed international market leader in flowers, plants, bulbs and reproductive material and the number three exporter in nutritional horticulture products. It forms the heart of an international network of floriculture, bulbs and decorative trees as well fruits and vegetables. Dutch greenhouses cover an area of more than 60 square km constituting a city of glasses and with a relatively low impact on the environment. Aalsmeer in Netherlands is the world's largest flower auction centre.

### About International Horticulture and Floriculture Trade Fair

International Horticulture and Floriculture Trade Fair (IHTF) is the world's leading horticultural and floricultural event. The fair show is scheduled on November 5 - 7, 2014 at Vijfhuizen, Holland. It's a beautiful venue which has a wide exhibition space, hosting the international horticulture show year after year with growing admiration. IHTF serves all segments of the floriculture industry and complete value chain from breeders to propagators, growers, consumers and traders to suppliers of flowers and plants. The trade fair provides a platform for the horticulture industry to show case the new products. IFTF and IHTF will occur at the same time at the same place.

### Reasons to join

- IFTF and IHTF will be a place where visitors will find everything from new ideas, new products, technologies, tools, supplies and more.
  - Show occurs in November which is the excellent period for Floriculture and Horticultural sector in Netherlands and in whole of Europe.
  - The opportunity to meet buyers from all over the world both national and international buyers of flowers and plants as well as growers.
  - The exhibition is a specialized trade event for the horticulture and floriculture industry and exhibits from technology and tools to planting material, etc.
  - It's an excellent platform for networking horticultural professionals and stake-holders from all over the world to share among them the latest products and business ideas.
- An excellent platform for the introduction of new products and seeking orders, negotiating technologies, collaborations, projects and investments.



### Objectives of the visit:

Centre for Agriculture and Rural Development is organizing the exposure visit to Netherlands for the farmers, researchers, extension functionaries, agribusiness professionals and the Government officials to visit the International Horticulture and Floriculture Trade Fair, including visits to various sites representing the latest in advanced horticulture. The tour will focus to know about the advance practices of floriculture and horticulture, to learn about the marketing and packaging and also about the post-harvest management of the crop. The show and visits will be a platform to meet and interact with the experts and industry professionals to share the technology and market ideas. The tour will be very much motivating for farmers and officials on commercially growing horticultural crops.

### Technical tour Visits

- Two full days visit to IHTF and IFTF
- Visit to Dutch Flower Group
- Visit to Westland Flowers Export (WBE)
- Visit to Aalsmeer, flower auction centre
- Visit to Flora Holland cooperative organization
- Visit to Keukenhof park.



### Potential Benefits of the Tour

Indian horticulture sector has a vast and diversified production system, but technologically and commercially is in a nascent phase. We are among the top producers of fruits and vegetables but lagging in the technologically advanced production and post-production preservation methods and commercial orientation. Visit to this trade show will enable the stakeholders to:

- Have a glimpse of the advanced pre-production and post-production technologies.
- Visit one of the most horticultural advanced nations.
- Explore the largest floriculture event and trends in the world.
- Meet with buyers representing all segments of the industry.
- Develop new channels of business and exports.
- Understand new systems, machineries, processing and packaging.
- Get projects, collaborations and investment opportunities.