

MADE IN HOLLAND

THE DUTCH & HORTICULTURE

A fertile trading nation

The Dutch horticulture sector is a global trendsetter and the undisputed international market leader in flowers, plants, bulbs and propagation material and the number three exporter in nutritional horticulture products. It forms the heart of an international network for floriculture, bulbs, and decorative trees as well as fruit and vegetables.

Horticulture Gateway

The Netherlands is

500 MILLION CONSUMERS

and beyond...

FLORICULTURE
GATEWAY

TO EUROPE



6 GREENPORTS

Noord-holland noord **Seed Valley**

Duin & bollenstreek

Aalsmeer

Boskoop

Westland-oostland

Venlo

OF THE WORLD'S TRADE
IN HORTICULTURAL PRODUCTSOF THE WORLD'S TRADE
IN FLORICULTURAL PRODUCTS

Smart Greenhouses

60 KM² OF GLASSHOUSES
THAT ARE HIGH-TECH
AND ENERGY EFFICIENT



ARE A SOURCE OF
10% OF HOLLAND'S POWER
BY USING COMBINED
HEAT & POWER (CHP)



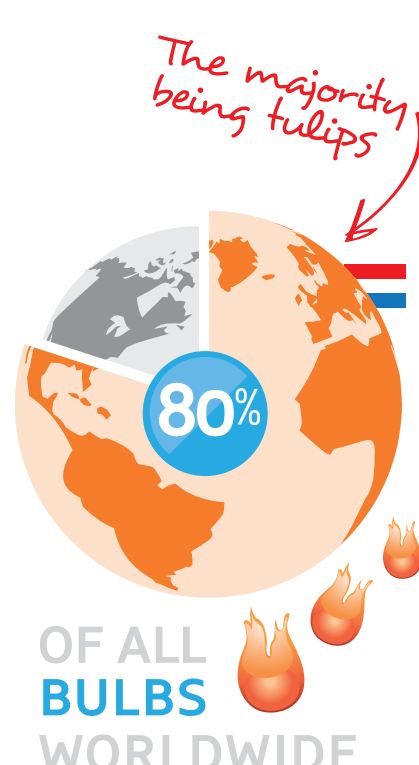
PROVIDE POWER TO
SCHOOLS, POOLS
& HOUSES IN THE AREA



The Netherlands is the world's...



% of World Trade



Export

4.3 BILLION
TULIP BULBS
PER YEAR



THE WORLD'S LARGEST
EXPORTER OF SEEDS

€1.5 BILLION



4.6 BILLION
KILOS OF
VEGETABLES



MARKET VALUE OF
€4.2 BILLION IN 2010



IN 2007

IN 2008

IN 2009

IN 2010

Four years in a row

THE WORLD'S
BIGGEST EXPORTER
OF FRESH VEGETABLES

For further information regarding this sector: www.hollandtrade.com/horticulture