**PRO MANAGER MASTERCOURSE FLORICULTURE**

Inspired by Jungle Talks

*The Pro Manager Mastercourse Floriculture is initiated by Jungle Talks   
in close cooperation with leading companies in Dutch horticulture.   
During the Mastercourse, the selected participants will connect with these partners on a board of director’s level. In addition, they will visit inspiring organisations and clients.   
This document will present to you the 15 selected participants, including   
their personal motivation.*  
Click the participants as listed below for additional information.

**Profiles:**

[1. Ed Smit – Costa Rica - Jungle Talks (director) 1](#_Toc149220500)

[2. Renee Snijders – Costa Rica – Jungle Talks (director) 2](#_Toc149220501)

[3. Bernardo Anaya – Mexico – Viveros Anaya (marketing & innovation manager) 2](#_Toc149220503)

[4. Gabriela Walravens – Brazil – Flor y Ser (partner, director of growing) 3](#_Toc149220504)

[5. Thomas Reeves – Brazil – Naturayo (director/owner) 4](#_Toc149220506)

[6. David Marin – Colombia – Deliflor (director) 4](#_Toc149220507)

[7. Ricardo Otero – Colombia – Yasa (general manager) 4](#_Toc149220508)

[8. Baichong Zhang – China – Kunming Hasfarm (operations manager) 5](#_Toc149220509)

[9. Peter Ault – USA – Dutch Heritage Gardens (head grower) 6](#_Toc149220510)

[10. Nadia El Ashkar – Egypt – Dinaflor (chief marketing officer) 6](#_Toc149220511)

[11. Bart Merkus – Netherlands – Marginpar (development manager) 6](#_Toc149220512)

[12. Tomasz Dzwígoń – Poland – JMP Flowers (director operations) 7](#_Toc149220513)

[13. Stuart van Staalduinen – Canada – Bayview Flowers (sales director) 7](#_Toc149220514)

[14. Cas Steenbergen – Netherlands – Greenhouse Sustainability (LCA specialist) 8](#_Toc149220515)

[15. David Penagos – Colombia – Vivero Tierra Negra (director of operations) 9](#_Toc149220517)

[16. Quinten Buijs – Netherlands – Sjaak Buijs B.V. (change manager) 9](#_Toc149220519)

17. Maria Herrada – Spain – Spain (sales manager)………………………………………………………… 10

**PARTNERS**

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Logotipo, nombre de la empresa

Descripción generada automáticamente

Un dibujo de un perro

Descripción generada automáticamente con confianza media

Patrón de fondo

Descripción generada automáticamente con confianza bajaUn dibujo de un perro

Descripción generada automáticamente con confianza media

Imagen que contiene dibujo

Descripción generada automáticamente

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| Ed Smit |  |
| C:\Users\Renee Snijders\Dropbox\Jungle Talks\Desktop\Website Jungle Talks\Foto Ed Smit.jpeg | C:\Users\Renee Snijders\Desktop\Logo Jungle Talks.jpg  ***Motivation Ed:***  As one of the organizers, I have a long term objective with this Mastercourse: to MAKE HORTICULTURE SEXY! Our sector is amazing and ready to provide solutions for the important problems this world has to deal with. Efficient and sustainable production of (horticultural) crops is one of these challenges and is exactly where we as a sector to contribute to a better world. Being active in tourism and horticulture enables me to build bridges over various rivers, not just one. This Mastercourse helps me constructing the network that connects these bridges. Live your dream! |
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| Nationality: Dutch |
| Company:  Jungle Talks |
| Location: Costa Rica |
| Company activities: Making horticulture  sexy! |
| Position: Director Ideas |
| Company website: [www.jungletalks.com](http://www.jungletalks.com) |

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| Renee Snijders |  |
|  | C:\Users\Renee Snijders\Desktop\Logo Jungle Talks.jpg  ***Motivation Renee:***  For me this Pro Manager Mastercourse represents the strength of a very international sector which can really make a difference in people’s lives, both in the city, but certainly also on the country side. We strive to build a global network of horticultural professionals, leaders that will make the world better and more beautiful. Exchange of knowledge and experience is key and as co-organizer and representative of Jungle Talks, I will do my utmost to promote and facilitate this. |
| C:\Users\Renee Snijders\Dropbox\Jungle Talks\Desktop\Website Jungle Talks\Foto Renee Snijders.jpg |
| Nationality: Dutch |
| Company:  Jungle Talks |
| Location: Costa Rica |
| Company activities: Making horticulture sexy! |
| Position: Director Development |
| Company website: [www.jungletalks.com](http://www.jungletalks.com) |

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| Bernardo Anaya |  |
|  | ***Motivation Bernardo:***  ‘To participate in the Mastercourse Floriculture to learn new tools, get new experiences and collaborate with like-minded peers excites me. I love to have the opportunity to get to know how the international industry works in a macro overview. This Mastercourse will teach me and help me to advance in becoming an expert in my field.’ |
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| Nationality: Mexican |
| Company:  Viveros Anaya |
| Location: Mexico |
| Company activities: Production phalaenopsis, anthuriums and other flowering potted plants |
| Position: Marketing and innovation  manager |
| Company website: <https://www.viverosanaya.com/> |

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| Gabriela Walravens |  |
|  | ***Motivation Gabriela:***   “It easy and evident to see how networking with people from different backgrounds brings us powerful visions for the business and for personal life. I can't wait to experience these two intense weeks that Mastercouse will provide, an environment surrounded by innovations and new knowledge.” |
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| Nationality: Brazilian |
| Company:  Flor & Ser |
| Location: Brazil |
| Company activities: Production Poinsettias,  Cyclamens and Angelonias |
| Position: Partner, director of growing |
| Company website: <https://sitiofloreser.com.br> |

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| Thomas Reeves |  |  |
|  | ***Motivation Thomas:***  “Participating in the Pro Manager Mastercourse will be incredibly enriching! I look forward to learn and develop myself so that I can take my company even further, making our mark in the Plant world!” |  |
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| Nationality: Brazilian |  |
| Company:  Naturayo |  |
| Location: Brazil |  |
| Company activities: Ornamental plant  production |  |
| Position: Director |  |
| Company website: <https://naturayo.com.br/> |  |

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| David Marin | |  |
|  | ***Motivation David:***  “The Pro Manager Mastercourse in floriculture presents an enormous opportunity to learn and get inspired. I look forward to network with peers from the industry and hear how they deal with challenges and opportunities in sustainability and new trends in floriculture. This program opens the possibility to exchange ideas, innovate, and create.” |
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| Nationality: Colombian | |
| Company:  Deliflor Americas S.A.S. | |
| Location: Colombia | |
| Company activities: Breeder Chrysanthemum | |
| Position: Director | |
| Company website: <https://www.>deliflor.nl | |
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| Ricardo Otero |  |
|  | ***Motivation Ricardo:***  To me, agroindustry in developing countries is fascinating from all perspectives. It not only provides food for thousands of workers in these countries, but also brings fruits, vegetables and flowers to tables around the world. In today’s competitive environment, with labor limitations and climate change, leaders must be well-trained and well-connected. The Pro Manager Mastercourse Floriculture is a crucial step in that direction. |
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| Nationality: Colombian |
| Company:  Yasa |
| Location: Colombia |
| Company activities: Production of Chrysanthemum |
| Position: General manager |
| Company website: <https://yasacisa.com/?lang=en> |

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| Baichong Zhang |  |
|  | ***Motivation Baichong:***  “Hasfarm Young Plants is a high-quality young plant company with production locations in three countries: China, Vietnam, and Indonesia. The Netherlands has become the leading country in the floriculture sector, it is therefore important to see new technology and new trends in the Netherlands and take them back to China. I look forward to, via the Mastercourse Floriculture, to expand my knowledge in floriculture and explore more opportunities in my field." |
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| Nationality: Chinese |
| Company:  Kunming Hasfarm Young Plants  Ltd. |
| Location: China |
| Company activities: Production of young plants and  cut flowers |
| Position: Operations manager |
| Company website: [www.hasfarmholdings.com](http://www.hasfarmholdings.com) |

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| Peter Ault |  |
|  | ***Motivation Peter:***  “What I love most about the horticulture industry is the chance to share knowledge and build meaningful connections with fellow growers, all while advancing industry-wide progress toward a sustainable future. I’m eager to collaborate with like-minded, heart-centered individuals in horticulture and beyond, embracing new challenges that not only foster personal development but also nourish my deeper passions and drive. I hope this experience sheds light on the lesser-known aspects of my background and reveals how I can harness them to better steward plants, people, and the earth.” |
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| Nationality: America |
| Company:  Dutch Heritage Gardens |
| Location: USA |
| Company activities: Wholesale containerized  annual, perennial, foliage  and hemp producer |
| Position: Head grower |
| Company website: <https://www.dhgardens.com/> |

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| Nadia El Ashkar |  |
|  | ***Motivation Nadia:***  The opportunity to immerse myself in an intensive two-week program, alongside 15 peers from diverse backgrounds and cultures, while exploring leading Dutch companies in floriculture, is both inspiring and invaluable to my personal and professional growth. The floriculture industry holds a special place in my heart, as it is deeply intertwined with my family's legacy. Over 30 years ago, my grandfather laid the foundation for our family farm, DinaFlor, which stood as a pioneer in institutionalizing flower farming in Egypt. Participating in the Pro Manager Mastercourse in Floriculture, presents a unique opportunity for me to gain invaluable insights from industry experts and peers, explore innovative strategies for business growth, and forge connections with like-minded individuals from around the globe. I am eager to contribute to the vibrant community of floriculture professionals and emerge as a catalyst for positive change within the industry. |
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| Nationality: Egyptian |
| Company:  Dinaflor |
| Location: Egypt |
| Company activities: Flower production and  bio fertilizer / bio  pesticide production |
| Position: Chief Marketing Officer |
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| Bart Merkus |  |
|  | ***Motivation Bart:***   “I am thrilled about the opportunity to join the prestigious MasterCourse program, which I believe will greatly enhance my career. The chance to visit leading Dutch companies with an international group of talented young professionals and engage with the top tier of the floriculture industry is incredibly appealing. I am particularly excited about hearing from industry leaders about their visions on the latest trends and advancements in floriculture, such as digital innovations, AI, and sustainable growing methods. The opportunity to interact with these businesses on an equal level is invaluable. Exchanging visions for the future of our industry at this level is a crucial step toward ensuring that our floricultural entrepreneurs are prepared for the future.” |
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| Nationality: Dutch |
| Company:  Marginpar B.V. |
| Location: Netherlands and Africa |
| Company activities: Summer Flower  Conglomeration |
| Position: Development manager |
| Website: <http://www.>marginpar.com |

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| Tomasz Dzwígoń |  |
|  | ***Motivation Tomasz:***  “I am very happy to take part in the masterclass. It will be interesting to talk to people in the floriculture industry at this difficult time. I hope to gain new experiences, have the opportunity to exchange knowledge and clarify the vision for our company in the coming years.” |
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| Nationality: Poland |
| Company:  JMP Flowers |
| Location: Poland |
| Company activities: Production of  Phalaenopsis, cut roses,  cut anthurium and pot  calathea |
| Position: Director of operations |
| Company website: [www.jmpflowers.pl](http://www.jmpflowers.pl) |

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| Stuart van Staalduinen |  |
|  | ***Motivation Stuart:***  “Learn about our industry from Seed to Store, build relationships globally and gain perspective from others are my main goals I want to achieve by participating in this Mastercourse Floriculture. Bayview has always looked to Europe, and especially the Netherlands, for guidance and inspiration. And this course has a unique reputation for building lifelong connections amongst its participants.” |
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| Nationality: Canadian |
| Company:  Bayview Flowers |
| Location: Canada |
| Company activities: Indoor Potted Plants &  Seasonal Cut flower  Program Solutions! |
| Position: Sales director |
| Company website: <https://bayviewflowers.org/> |
| Cas Steenbergen |  |
|  | ***Motivation Cas:***  As an LCA specialist focusing on calculating environmental footprints for the horticulture sector, I am highly motivated to participate in the Pro Manager Mastercourse Floriculture. This program offers a unique opportunity to gain in-depth knowledge and inspiration from leading experts and companies in the Netherlands. Through my work, spanning the entire chain from growers to end-users, I understand how crucial it is to stay updated on the latest innovations and best practices.  My goal is to engage in a leadership role within my company and the broader horticulture sector. The insights and skills I acquire during this mastercourse will help me become an inspiring and effective leader. The opportunity to learn from captains of industry and experts will further enhance my understanding of sustainable practices in floriculture. This is paramount to my work, where I strive daily to minimize environmental impact through detailed life cycle analyses. Additionally, I look forward to the opportunity to network with international colleagues. This will not only expand my professional network but also offer new perspectives and ideas that I can integrate into my projects. The prospect of meeting potential new business partners is particularly valuable, as collaboration and knowledge sharing are crucial for progress in our sector. |
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| Nationality: Dutch |
| Company:  Greenhouse Sustainability |
| Location: Netherlands |
| Company activities: LCA, footprinting, reduction  strategies, scenario  modelling, tooling |
| Position: LCA specialist |
| Company website: <https://greenhouse-sustaiability.com/en/> |

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| David Penagos |  |
|  | ***Motivation David:***  I’m very thrilled to attend this international Mastercourse as I will learn more about different practices and technologies to be applied in horticulture industry and above all in my company. As a family company owner and production manager, I want to improve my skills by meeting colleagues from all around the world and share with them the different sustainable strategies to face the challenges of the world. Innovation and sustainability are the keys of our future and I’m sure I will learn a lot in these fields by attending this course. |
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| Nationality: Colombian |
| Company:  Vivero Tierra Negra |
| Location: Colombia |
| Company activities: Production of (flowering)  potted plants |
| Position: Director of operations |
| Company website: [www.viverotierranegra.com](http://www.viverotierranegra.com) |

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| Quinten Buijs |  |
|  | ***Motivation Quinten:***  “As a Dutch son of a grower, I notice the internal focus of many companies in my region. On the other hand, I was raised with an international focus. I already visited horticulture companies on other continents when I was a child. I think we (Dutch) know really well how to grow crops and organize logistics very efficiently and we have a lot to show to the world, but it's not just us. There is a world of knowledge and insights to be discovered. I hope to get an even more international view on my sector by participating in the Mastercourse, so I can use it to benefit my company and the sector as a whole. And I especially hope to meet fantastic people whose regions and companies I can visit in the following years.” |
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| Nationality: Dutch |
| Company:  Sjaak Buijs B.V. |
| Location: Netherlands |
| Company activities: Cultivation of Calathea |
| Position: Change manager |
| Company website: <https://sjaakbuijs.nl/> |

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| Maria Herrada |  |
|  | ***Motivation Maria:***  “Participating in the Pro Manager Mastercourse can help me grow professionally, knowing different points of view. Learning from others I find is essential for companies. The world of floriculture is changing so we must be prepared. I feel excited to continue learning and to be able to apply new knowledge and the latest trends in my daily working life.” |
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| Nationality: Spanish |
| Company:  Plantal Producciones S.L. |
| Location: Spain |
| Company activities: Production and  commercialization of dipladenia,  adeniums and succulents |
| Position: Sales manager |
| Company website: [www.plantalinternational.nl](http://www.plantalinternational.nl) |