



Concept Program

Thai – Dutch Floriculture Forum 2024
“Envision Innovation for Sustainable Floriculture Industry”
Date & Time: Thursday 24th October 2024 (08:00 – 16:00)
Venue: Grand Hall 1, Rama Garden Hotel, Bangkok

Organizers

1. The Embassy of the Kingdom of the Netherlands
2. National Research Council of Thailand (Project : The Development a Hub of Knowledge for Production Technology and Ornamental Plant Breeding)

Participants : 150 participants onsite (by invitation & general public)

- Growers & Farmers & Producers (floriculture sector)
- Researcher, Lecturer, Extension Officer
- NRCT and University Network
- Ministry of Agriculture and Cooperatives (DOA, DOAE, OAE etc.),
- Other governmental agencies (TISTR, NSTDA, ARDA, TGO, BEDO, DEPA, MNRE etc.)
- Association & Branch Organization (horticulture, orchid exporter, flower & ornamental plant, agricultural science, seed, plant breeding etc.
- Business & Company (flower, ornamental plant, floriculture and related products & services)

Objectives

1. To exchange Thai – Dutch knowledge & expertise for innovative and sustainable floriculture industry
2. To strengthen Thai – Dutch collaboration and international partnership on climate resilience floriculture
3. To update database on player & network (grower, entrepreneurs & business, academic & researcher) in floriculture sector of Thailand

Concept Schedule

08:00	<i>Open for Registration</i> <i>Visit Mini-Exhibition on floriculture & related business</i>
08:45 – 09:15	Flower Design Demonstration Mr. Phubast Chesdmethee World Flower Council



09:20 - 09:35	Opening & Welcome Remark <ul style="list-style-type: none">• Minister of Higher Education, Science, Research and Innovations*• H.E. Mr. Remco van Wijngaarden The Netherlands Ambassador
09:35 – 09:40	Group picture (Minister, Ambassador, Speakers)
09:40 – 10:00	Coffee Break
10:00 – 10:20	Thailand Floriculture Hub; Ambition & Vision* Representative from National Research Council of Thailand
10:20 – 11:00	The Netherlands Floriculture Innovation; Global Partnership for Sustainability Keynote Speaker Ms. Mirjam Boekestijn CEO - Dutch Greenhouse Delta
11:00 – 11:20	Future Floriculture Through Digital Cultivation System Mr. Keppel Menno Agri Solutions Asia
11:20 – 11:40	Advancements in Sustainable Substrates for Floriculture Mr. Michael Hwang Klasmann – Deilmann Asia Pacific
11:40 – 12:00	Innovation for Floriculture Cultivation in South-East Asia Mr. Marcus van Heijst Priva
12:00 – 12:15	Q&A (1)
12:15 – 13:20	Lunch
13:20 - 13:40	IPM & Biological Control in Floriculture Rob Rippens Koppert
13:40 – 14:00	Floriculture Market; From Local to International of Orchid Mr. Kasan Chavanapanit G.G.D. Trading (Thailand) Co., Ltd.



- 14:00 – 14:20** ***Trends of International Flowers Industry****
- 14:20 – 14:40** ***Urban Floriculture; Biodiversity & Bioeconomy***
Dr. Anan Piriya-phatarakit
Thailand Institute of Science and Technological Research
- 14:40 – 15:00** ***Floriculture & Pot Plant Market; A Local Grower's Perspective***
Ms. Soraya Jaranyanon
Aga Agro Co., Ltd.
- 15:00 – 15:10** ***HAN Asia 2025 and Thailand A Gate Way to Asia Horticulture***
Ms. Panadda Kongma
VNU Exhibitions Asia Pacific Co., Ltd.
- 15:10 – 15:40** **Panel Discussion / Q&A (2)**
Moderator : Dr. Sompid Samipak, Kasetsart University
- 15:40 – 15:50** **Words of Thanks & Closure**
- Mr Gijs Theunissen DVM
The Netherlands Agricultural Counsellor
 - Dr. Klanarong Sriroth*
National Research Council of Thailand
- 15:50** ***Informal Networking (coffee & snack)***

Sarawut – Netherlands Embassy BANGKOK
28th August 2024 (last modified)