

International course

Horticulture Sector Development for Emerging Markets



Strengthening value chains for progress

Wageningen, The Netherlands, 11 – 29 May 2019

The rapid rise of the middle class and rising per capita income in emerging economies are leading to increasing demand for healthy, safe and sustainably produced horticultural products. These developments offer new opportunities for farmers and stakeholders involved in the sector. However, it also requires the transition from highly fragmented and informal market channels to a more professional horticultural sector. Development of the national horticulture sector may in turn open up opportunities for accessing the international export market for horticulture products.



Strengthening value chains for progress

Modern production practices, value addition activities, value chain governance, viable market channels and a conducive enabling environment are some of the key factors for successful horticultural value chains. If properly enhanced, value chains can bring about opportunities for business development, profit and income generation, employment creation, food and nutrition security and GDP growth.

Fee:	4,100 Euro
Deadline course registration:	30 March 2020
Deadline Orange Knowledge Programme:	15 October 2019

Implementation in practice

While technical solutions for improving production systems are abundant, in practice many bottlenecks in the horticultural sector are grounded in national policies and are context specific. This therefore calls for appropriate management of improved production and market systems, along with supportive and enabling policies and institutions. In this view, special attention will be given to the role of stakeholders throughout the value chain

Make a difference as a professional

This course gives access to the latest insights of world leading Dutch knowledge organisations and private companies from the horticulture sector and covers the complete horticulture value chain. The Dutch horticulture sector is a global trendsetter for production and trade in horticulture products. The development of advanced and high-quality production methods, efficient supply and modern marketing practices have enabled the Dutch horticulture cluster to become a reference worldwide, from which important lessons can be learned. Relevant examples from the Dutch sector, from greenhouse as well as open field production, will be demonstrated during the course. The programme specifically addresses the following aspects:

- Broad expertise on horticultural production, both

- protected and open field;
- The importance of post-harvest, quality and logistics processes;
- Insights in domestic and international market systems;
- In-depth knowledge on socio-economic aspects of horticultural value chains;
- Value chain analysis, management principles and integrated strategies for horticultural development
- Attention to international standards for good agricultural practices and quality issues in international trade;
- Insight in the relevant international institutional and policy developments, as well as the relevance to your own country;
- Understanding of the role of multi-stakeholder processes in developing vibrant markets.



As a participant you receive an extensive training where theory is merged with practice. Course activities will comprise lectures, discussions, group work, case studies, excursions and field trips. Each of the components of the course has been specially designed to give you sufficient insight in horticultural value chains. And more importantly, this course creates a unique opportunity to learn from your peers around the world and share experiences with other horticulture enthusiasts.

Requirements

We invite technical staff, policymakers, scientists, private sector professionals and programme / project managers who want to develop the horticultural sector in their home countries, to enrol. Participants should be proficient in English, and have at least a BSc degree or an equivalent academic qualification and five years of work experience in a related field.



Further practical information

Application, the procedure is:

- 1) **Apply at the website of Wageningen Centre for Development Innovation** www.wur.eu/cdi
You will receive a confirmation e-mail. Early application is recommended as some procedures to finalise subscription (e.g. funding, visa) can take some time.
- 2) **Wageningen Centre for Development Innovation** is unable to assist you in obtaining financial support. If you want to apply for the Nuffic **Orange Knowledge Programme (OKP)** or the **MENA Scholarship Programme (MSP)** to attend a course at Wageningen Centre for Development Innovation, please register via our website for the specific course. After registration, we will provide you with the necessary instructions in order to apply for a scholarship. Please note that the OKP-registration letter is send at the start the OKP-registration period. You can check your eligibility for the Orange Knowledge Programme or MENA Scholarship Programme at www.studyinholland.nl or www.nuffic.nl/mena. Please note that a limited number of scholarships is available. As this application process takes time and requires several documents, we recommend you to **start well in advance**.
 - **Location:** The Netherlands. For prices, see the cost estimate on our website. **OKP / MSP Scholarships include** travel and full board and lodging.
 - **Fee** includes all course related costs (materials, excursions, administration).
 - Participants will be awarded with a **Certificate of attendance**. The programme of the course might be changed to incorporate new insights.

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