



"Your Future Starts... Where Canada Begins."

WINDSOR-ESSEX, ONTARIO, CANADA

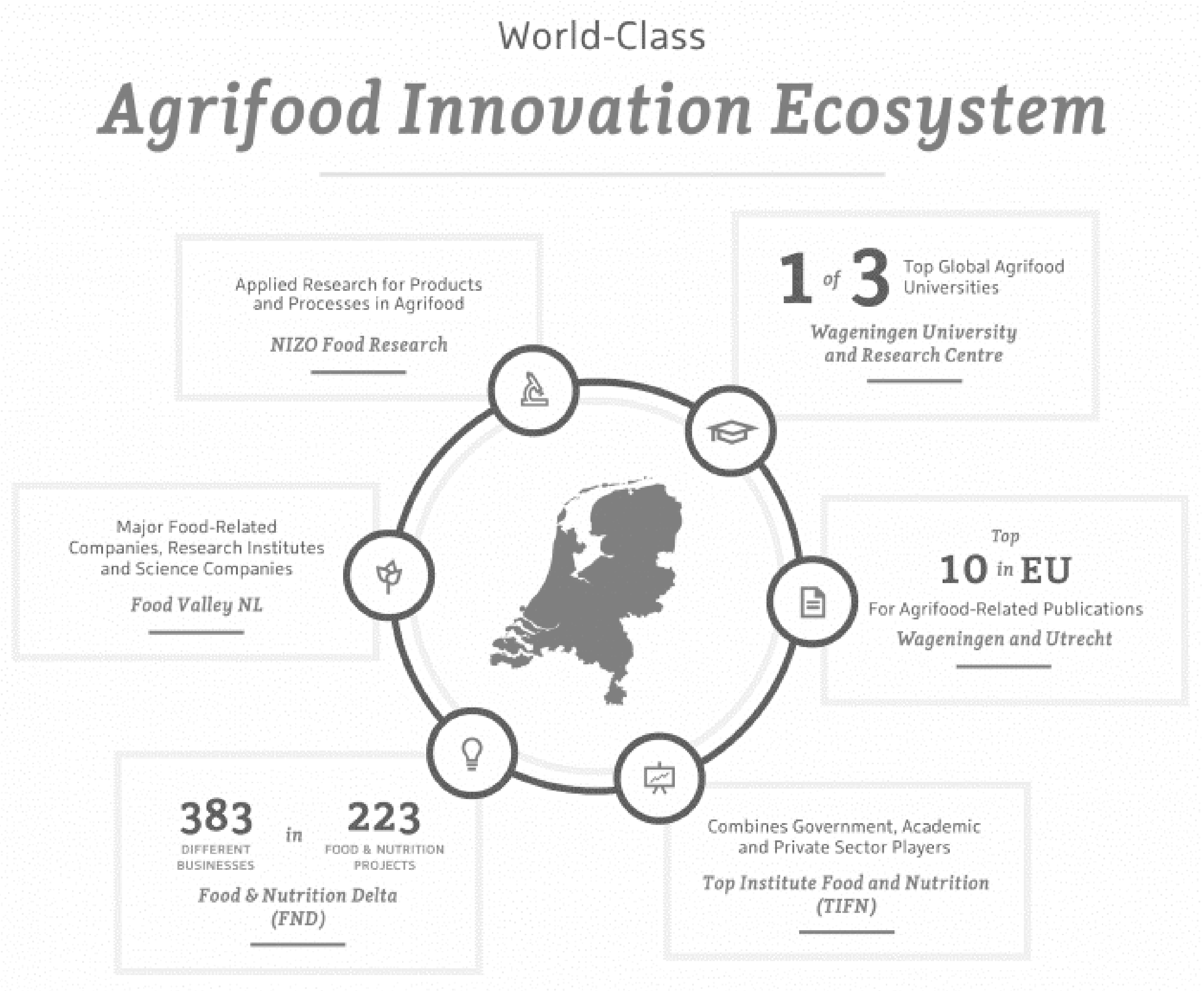
The Netherlands – Mission Debrief

June, 2019

WindsorEssex
ECONOMIC DEVELOPMENT

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Why Netherlands



Agrifood Sector

- Largest agrifood trading hub in Europe
- Second largest exporter of agrifood Worldwide
- Dutch buyers/distributors purchasing for global markets
- Canadian exports: live/frozen lobster, fish oils, processed shrimp, grains, oilseeds, blue/cranberries
- Increased per capita expenditures on fish and seafood year over year
- Organic market growing

The CETA Advantage

- **Tariff elimination** on key produce and greenhouse equipment
- **Tariff elimination** on key agricultural and agri-food products (maple syrup, blueberries)
- **Duty-free access** for forestry and wood products
- Improved access for professional services and to EU procurement opportunities: <http://ted.europa.eu/TED/main/HomePage.do>
- Increased **labour mobility** opportunities

The Comprehensive Economic and Trade Agreement (CETA) is a free trade agreement between Canada and the European Union (EU), covering virtually all sectors and aspects of Canada-EU trade.

BEFORE CETA

25%

of EU tariff lines on Canadian goods were duty-free

AFTER CETA

98%

tariff lines on Canadian goods removed

Mission Attendees & Intent

<p>Hilda MacDonald, Mayor, Town of Leamington Peter Neufeld, CAO, Town of Leamington Nelson Santos, Mayor, Town of Kingsville Peggy Van Mierlo-West, CAO, Town of Kingsville Robert Brown, Manager Planning Services</p>	<ol style="list-style-type: none">1. Introduce Kingsville and Leamington as a place to do business for the agri-tech industry.2. Meet with companies that produce solutions for odour reduction & light pollution.3. Learn from industry/municipal experts on greenhouse optimization/clustering from a municipal/regulatory perspective.
<p>Matt Johnson, Director Business Attraction, WE EDC Ryan Donally, Business Attraction Specialist, WE EDC</p>	<ol style="list-style-type: none">1. Meet with agri-tech companies that are considering expansion into Canada/North America.2. Develop working relationships with businesses, associations, and government to facilitate a follow up B2B mission to The Netherlands & GreenTech Conference.

Agenda

Date	Activity	Details
Monday, June 10 th	Meeting with Ridder	Tour Ridder screening facilities and meet with Ridder North America CEO, Wil Lammers & Ridder Climate Screen Sales Representative, John van Erven
	Agriport A7 Tour	Agriport A7 is considered the most modern greenhouse cluster in the world. Tour provided thorough understanding of creation and advantages of collective greenhouse clustering including discussion on cyclical economies with heat generation and energy transfer.
Tuesday, June 11 th	GreenTech Conference	Exploratory day at GreenTech Conference for delegation
		BA company meetings with: Vaighai Group ; Mylene Mysters (European Enterprise Network)
		Delegation meeting with: Floriade 2022 to discuss regional involvement into 2022 conference
		Greentech Networking Event
Wednesday, June 12 th	GreenTech Conference	BA company meetings with: Urban Crop Solutions ; Netled ; Flier Systems B.V. ; Vareens ; Grow Director ; TimFog ; Itaureria Agropecuaria ; The Recruiting Specialist ; MEG Science ; Priva ; San Light ; Jhuete ; SanLight ; Taks Handling System ; Revaho Netafilm Group ; MJTech
		Delegation meeting with: Elipz Lighting to discuss lighting solutions for light pollution caused due to greenhouse. BA also discussed opportunity to set up North American manufacturing for Elipz.
Thursday, June 13 th	GreenTech Conference	BA company meetings with: Hortilux ; Nutto Frutto
	Trade Commissioner	Delegation meeting with Canadian Embassy/Federal Trade Commissioner, Diederik Beutener – Doing business in The Netherlands; political & economic context of The Netherlands
Friday, June 14 th	World Horti Center	World Horti Centre is a knowledge and innovation centre for international greenhouse horticulture. It partners business, research, and education to form a world renown centre for best practices in horticulture. Met with Madelon Knop – Strategic Account Manager of Municipality of Westland. Met with Mike Vermeij, CEO of Bom Group & Founder of Dutch Greenhouse Delta . Discussed best practices in municipal greenhouse management & efficiencies of collective efforts amongst farmers. Valuable peer to peer discussion with delegates.
	420 Consultancy	420 Consultancy is a group of experts who specialize in the areas of retail, growth, supply chain, and research in the cannabis sector in The Netherlands. 420 introduced the delegation to Can-Filters who specialize in cannabis scent reduction technology. Additional discussions took place around the best practices of cannabis retail operations.

Metrics

22 FDI Meetings

- 3 High Priority Leads (MJTech, Urban Crop Solutions, TimFog)
- 2 Medium Priority Leads (CanFilter, Ridder)

4 Tours scheduled for Dutch companies to visit Windsor Essex

6 Municipal Delegation Meetings

4 Site location tours (Ridder, Agriport A7, World HortiCentre, 420 Consultancy)

10 Key relationships formed for future B2B meetings

- Will Lammers, Ridder
- Henk Meijer, Floriade 2022
- Julie Allen, Netherlands Canada Chamber of Commerce
- Diederik Beutener, Federal Trade Commissioner
- Mike Vermeij, Dutch Greenhouse Delta
- Madelon Knop, Municipality of Westland
- Bart Vollenberg, Nicole Maalste, Rutger-Jan Hebben, 420 Consultancy
- Mylene Mysters, European Enterprise Network

Learning Outcomes – Business Opportunities

1. The Netherlands provides tremendous opportunity for Foreign Direct Investment, B2B partnerships, joint ventures, knowledge sharing and networking within the agri-tech industry in Windsor Essex
2. Each company the delegation met with was interested in the WindsorEssex (WE) region for various reasons.
3. The Netherlands sees Windsor-Essex as a burgeoning area that has potential to adopted and implement advanced technology - most Dutch ag-tech companies are looking to grow sales/support in our region.
4. Dutch ag-tech businesses are considering North America (NA) as 'next-step' for international growth.
5. Many of the businesses that currently supply the local greenhouse industry are considering WE as a viable landing pad to Canada and a launch pad to North America.



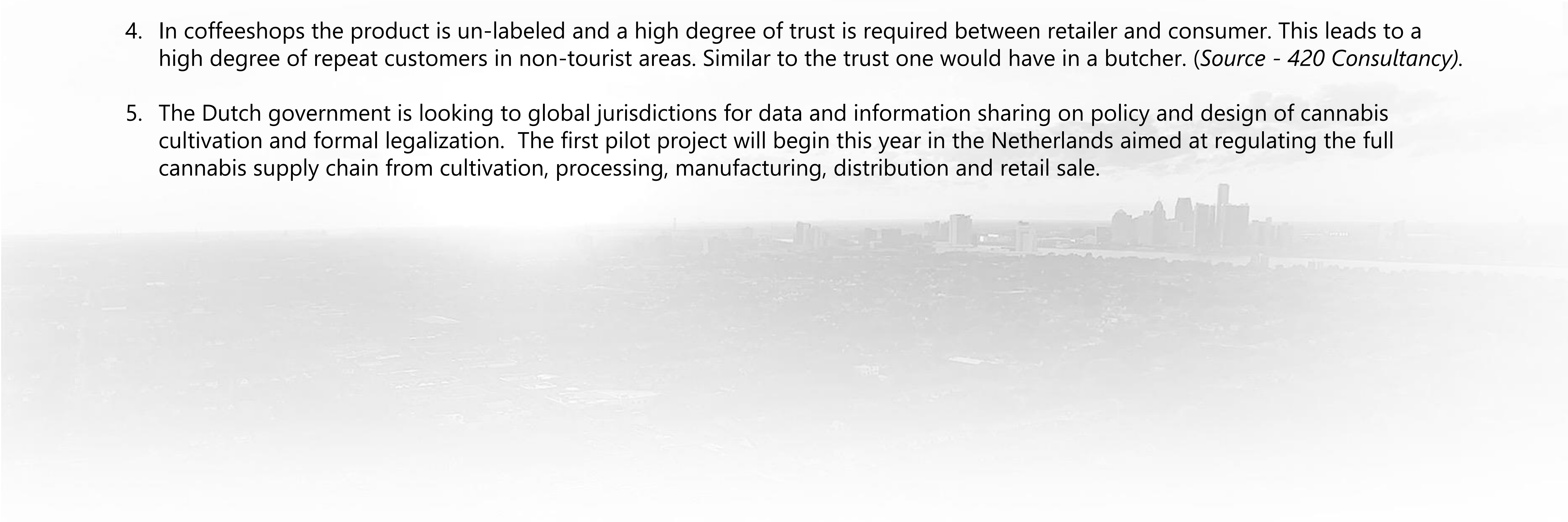
Learning Outcomes – Greenhouse Industry

1. Windsor Essex can leverage Dutch expertise to advance the local greenhouse industry.
2. Dutch companies are willing to support and share learnings in greenhouse lighting; greenhouse heating; light pollution caused by greenhouses; collective effort of agriculture/horticulture stakeholders; government regulation of greenhouse industry; circular economy/sustainability of greenhouses.
3. The Dutch government has implemented strict regulations and policies to mitigate community challenges with the greenhouse sector (light pollution, odor control, etc.).
4. Locally, Kingsville/Leamington have an opportunity to learn from these jurisdictions and implement local by-laws or incentives for companies to adopt new technology to mitigate these common challenges.
5. Industry in the Netherlands prioritizes the environment and invests heavily into new technology aimed at reducing emissions and conservation practices/technology.



Learning Outcomes – Cannabis Industry

1. The Netherlands has a 'tolerance policy' and cannabis production is not legal. However, the retail industry of cannabis is much more advanced than Ontario. Each retail outlet is referred to as a 'coffeeshop'.
2. 'Coffeeshops' have a wide variance in terms of ambiance –low-end, poor lighting, dark and dingy type coffeeshop to high-end, boutique, luxury goods, type storefronts.
3. 50-100 retail stores that resemble souvenir stores also sell packaged goods related to Cannabis but did not have a 'smoking area'. Located primarily in tourist area.
4. In coffeeshops the product is un-labeled and a high degree of trust is required between retailer and consumer. This leads to a high degree of repeat customers in non-tourist areas. Similar to the trust one would have in a butcher. (*Source - 420 Consultancy*).
5. The Dutch government is looking to global jurisdictions for data and information sharing on policy and design of cannabis cultivation and formal legalization. The first pilot project will begin this year in the Netherlands aimed at regulating the full cannabis supply chain from cultivation, processing, manufacturing, distribution and retail sale.



Next Steps

Continue follow up with BA meetings – already solid traction with companies looking to visit WE. May try to tie in a FAM tour of WE in conjunction with [Canadian Greenhouse Conference \(Oct. 9 & 10\)](#)

Encourage municipalities to prepare 'landing space' for sales teams – with significant interest in companies looking to 'dip the toe in the water' having a soft landing space for sales teams would be invaluable for Dutch companies to enter the N.A. market.

Host workshop "Doing business in the Netherlands" for WE companies interested in exporting/importing to this market.

Provide an overview of CETA and how the trade agreement can increase opportunities for local companies.