

LEARNING JOURNEYS



FBN 17TH

NxG
INTERNATIONAL
SUMMIT

THE HAGUE | NETHERLANDS





Feeding the World – Agri Innovations

Join us on an unforgettable journey through The Netherlands, where you will be Dutch-ified!

Not only will you visit world leading family businesses in several areas of expertise and will you experience Dutch holidaying, but you will also have the unique opportunity to take on a personal challenge and tackle it with insights from the company visits and from your peers.



Hosts



Jelmer Hamer

3rd generation of Florensis

Lives in Utrecht, The Netherlands

Is 27 years old

Just graduated from Wageningen University & Research with a Masters in Food Product Development

A fun fact is that I recently reached a 1000 different beers on Untapped

"Looking forward to show you how a small country as the Netherlands is big in a lot of agricultural activities. And to talk about our family businesses accompanied by a cold drink!"

Contact: +31 619 68 66 65 / jelmer.hamer@live.nl



Vince Out

2nd generation Lemtech BV

Lives in Haarlem, The Netherlands

Is 28 years old

Works already 7 years at our family business. - We build industrial filtration and extraction systems for toxic fumes.

A fun fact is that our family business, was the first female-founded member of FBNed.

"I'm excited to guide you through this Learning Journey and explore how innovative and advanced the Dutch agricultural sector is for such a small country. Let's make it a journey to remember!"

Contact: +31 6 28 363 445 / outvince@gmail.com

Code of conduct

Trust and Openness

The Network is founded on the principles of open communication and trust.

Participation

Active participation by members is the vital ingredient that makes the Network valuable.

Confidentiality

Members are committed to sharing experiences and insights in an atmosphere of confidentiality.

→ *Social Media: Do not share detailed information about your fellow Learning Journey peers or the family business hosts that you will visit, such as personal stories or pictures, without their permission.*

Respect & Professionalism

Discussions and debates are always conducted in a respectful and professional manner.

Non-Solicitation

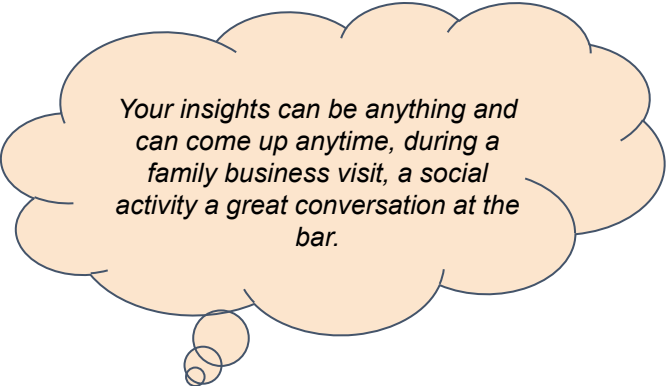
The Network is not a place to sell products or services to other members. It is a forum to learn from the exchange of ideas, experiences and information.

Maximize your learning curve

At the beginning of the week, you will receive a **poster**. We encourage you to use this poster to support you, capture your insights and stimulate your personal development during the week. Here are some guidelines that can help you:

- Increase your development by capturing your personal, family, owner & business insights, and convert them to actions.
- Structure your thoughts in three learning areas: business, strong family, ownership & governance.
- Your fellow learning journey travelers are there to help you, please share your challenge and your wisdom with each other.
- Every day you will receive a video with a hint or suggestion in the Whatsapp group, to stimulate your learning curve.
- There is no right or wrong. Everybody learns in a different way. Feel free how to use and fill-out the poster anyway you like, the poster is inspirational not obligatory.
- On Thursday morning there will be a recap session;
 - We will gather all the insights and make a summary poster of our learning journey to present at the summit.
 - In groups of three persons you will dive into your personal challenge and the take-aways and solutions.

We encourage you to come up with a personal challenge that you want to tackle during this week. Use your peers and your insights to come up with possible solutions!



Your insights can be anything and can come up anytime, during a family business visit, a social activity a great conversation at the bar.

Describe your personal challenge(s). During the journey, feel free to discuss your challenge with your NxG peers and use their insights.

The better you can describe your challenge the better your peers can help you.

Don't you have a specific challenge in mind? Here are some suggestions of common challenges for inspiration:

Business

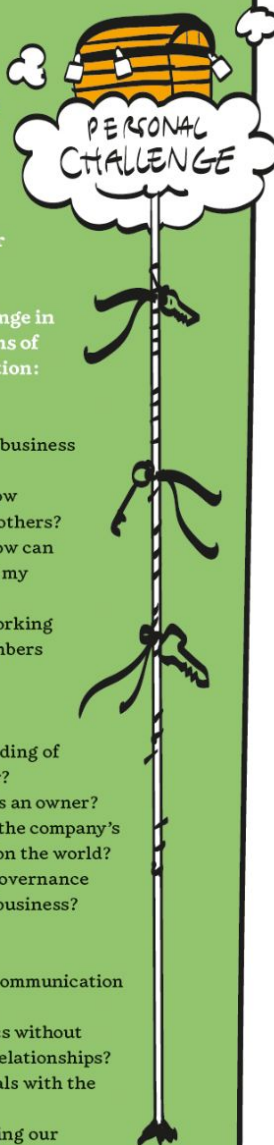
- How do I get to know my family business better?
- When entering the business, how do I manage expectations from others?
- When I work in the business, how can I ensure honest feedback about my performance?
- How can I build constructive working relations with other family members working in the business?

Ownership & Governance

- How do I get a better understanding of the responsibilities of an owner?
- Should I be financially literate as an owner?
- How can we as a family support the company's positive impact in our country/on the world?
- What do I need to know about governance even if I am not working in the business?

Strong Family

- How can I ensure constructive communication with other family members?
- How can I address difficult topics without putting pressure on the family relationships?
- How can I align my personal goals with the family goals?
- How can I contribute to improving our collaboration within my family?



LET'S GET THIS JOURNEY STARTED!

In three days, you will be **officially Dutchified** and your entrepreneurship skills will be enhanced.

Your vulnerability is your strength. With openness, eagerness & curiosity, you will grow.

- > What are you bringing to the Learning Journeys?
- > What are you good at?
- > What would you like to strengthen?

This poster is created to support you to capture your insights and to stimulate your personal development. Use the poster as a tool and fill out the blank spots on the other side. Underneath you will find questions to support your deep dive.

Enjoy your ride!

Family Business insights

Business

- > What struck you most about what this family business does?
- > Which innovations were insightful?
- > What are your insights about their business culture and mindset?

Ownership & governance

- > What makes this family the best owners for the company?
- > Which insight did you get from their governance structure?
- > How is the NxG involved, what can you learn from this?

Strong family

- > How can I ensure constructive communication with other family members?
- > How can I address difficult topics without putting pressure on the family relationships?
- > How can I align my personal goals with the family goals?
- > How can I contribute to improving our collaboration within my family?

Social & Personal insights

Some inspiration

- > What made you smile?
- > When were you touched/moved?
- > What bugged/irritated you?
- > Which story were you most impressed by?



Feeding the World – Agri Innovations

Day 1: Monday May 27th

We will all gather in the beginning of the afternoon and start our journey in **Enkhuizen**, a small city north of Amsterdam. Here we will start our Learning Journey with a visit of the **Zuiderzeemuseum**. The Zuiderzeemuseum in Enkhuizen brings stories of the people who once lived on the shores of the Zuiderzee to life. See, hear, feel, taste and smell everyday life round the Zuiderzee as it was before the Afsluitdijk (the great IJsselmeer Barrier Dam) turned the former inland sea into the IJsselmeer. After our visit of the Zuiderzeemuseum, we will hop on a **sailing yacht**, where we will spend the night roaming the waters of the IJsselmeer.



Time schedule

Monday, 27 May

- 13:00-13:30 Arrival at Enkhuizen Trainstation
- 13:30-14:00 Walk towards Zuiderzeemuseum
- 14:00-16:30 Zuiderzeemuseum
- 16:30-17:00 Walk towards the sailing yacht Broedertrouw
- 17:00- BBQ + night on the ship



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Day 2: Tuesday May 28th

We will start day two in Warmerhuizen with a visit at **Bejo**, which is a leading company in breeding, production and sales of **vegetable seeds**, with operations in more than 30 countries. After the visit, we will leave towards Berkel en Rodenrijs, where we will visit **Koppert**. Koppert helps growers worldwide to **support, protect, and strengthen their crops** with an integrated system of natural solutions.

Following our visit, we will head towards **Delft**, where we will have dinner and stay for the night in the authentic city centre.



Time schedule

Tuesday, 28 May

7:00-8:00	Breakfast
8:00-9:00	Transport to Bejo, Warmerhuizen
9:00-13:00	Visit Bejo
13:00-14:30	Transport to Koppert, Berkel en Rodenrijs
14:30-18:00	Visit Koppert
18:00-18:30	Transport to the Museum Hotel, Delft
18:30-19:30	Check-in hotel
19:30-22:00	Dinner at Het Koningshuys
22:00	Head back to hotel



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Day 3: Wednesday May 29th

On the third day of our journey we'll start the day at the show farm of **Lely**. Lely is specialized in applying the world with **automated systems for milking, feeding, housing and care** taking of cows. After our visit at the farm, we will head towards the headquarters of Lely in Maassluis. Here we will learn more about the family. In the afternoon we will have a break, in which we will **race** each other in a **greenhouse**. Are you ready to show that you are our next Max Verstappen?

We will continue our journey at **Koppert Cress**, which as an assortment of **freshly-sprouted cresses** and other edible leaves and flowers, supplying chefs world wide. Following the visit, the **chefs** of Koppert Cress will create a **magical dinner** for all of us. The night of our third day we will spend in **Delft** again.



Time schedule

Wednesday, 29 May

7:00-7:30	Breakfast
7:30-8:00	Transport to Lely's show farm, Maassluis
8:00-10:00	Visit show farm Lely
10:00-10:30	Transport to Lely headquarters, Maassluis
10:30-13:00	Visit Lely (including lunch)
13:00-13:30	Transport to De Tuinderij, De Lier
13:30-14:30	Race in a greenhouse
14:30-15:00	Transport to Koppert Cress, Monster
15:00-20:30	Visit Koppert Cress (including dinner)
20:30-21:00	Transport back to the Museum Hotel, Delft
21:30	Arrival at Museum Hotel, Delft



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Day 4: Thursday May 30th

On our last day, we will start the day in the **hotel**, where we will come together to have a **recap session**. During this guided session, we will gather all the **insights** and make a summary poster of our learning journey to present at the summit. In groups of three persons you will dive into your personal challenge and the **take-aways** and solutions. Following this recap session, we will have our last **lunch** together before we head to The Hague to continue our week with the exciting Summit.



Time schedule

Thursday, 30 May

9:00-10:00	Breakfast
10:00-13:00	Recap session
13:00-13:30	Transport to Marriot Hotel, The Hague
13:30	Arrival Summit venue



The Family Businesses Hosts



is a leading company in breeding, production and sales of vegetable seeds, with operations in more than 30 countries.



applying the world with automated systems for milking, feeding, housing and care taking of the cows.



has an assortment of freshly-sprouted seedlings (cresses) and other edible leaves and flowers from 100% natural aromatic plants supplying chefs worldwide.



helps growers worldwide to support, protect, and strengthen their crops with an integrated system of natural solutions.

Hotel details

Night 1: Monday May 27 - Tuesday May 28

Broedertrouw

<https://www.broedertrouw.com>

Night 2: Tuesday May 28 - Wednesday May 29

Museum Hotel, Delft

<https://www.museumhotel.nl>

Night 3: Wednesday May 29 - Thursday May 30

Museum Hotel, Delft

<https://www.museumhotel.nl>



Arrival information

- We meet on Monday May 27 at the trainstation of Enkhuizen at 13:00
- Arrival airport: Schiphol Airport
- You can take a direct train from Schiphol Airport to Enkhuizen (takes about 1h 20 mins)
- Recommended arrival date: Sunday May 26th in the afternoon, or Monday May 27th in the morning
- Dress code: wear comfortable casual clothes and shoes. Do not forget to bring a light jacket (in The Netherlands we are always prepared for rain)



Useful information

Health

- Tap water is so clean and of such high quality that you can drink it straight from the tap.
- Do make sure you have adequate health insurance before you embark on your trip.

Banks and shops

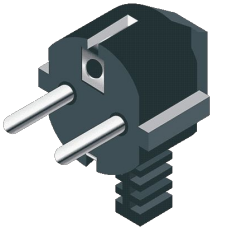
- Banks main opening hours are from 9:00 to 17:00 Monday to Friday.
- Shops main opening hours are from 9:00-17:00 Monday to Sunday, with some stores being closed on Sunday and Monday mornings.
- In The Netherlands, we pay with the Euro (EUR)



Useful information

Electricity

- In The Netherlands, power plugs and sockets of Type F (standard 2 pin plugs) and type C are used.
- Standard voltage is 230 V at a frequency of 50 Hz.



Weather

- The average daily temperature during the last week of May in The Netherlands is 17°C.

Emergency numbers

- In case of an emergency, the local authorities can be contacted at the emergency number 112.



Questions?

If you have any questions during the week of the Learning Journey, please contact one of your two hosts, Jelmer or Vince.

If you have any questions before you embark on this exciting Learning Journey, please contact:



Janneke van de Graaf

vandegraaf@fbned.nl

+31 6 37563284

We hope that you will have an amazing journey!

