


## Session I Pitch 2

### About Priva:

Priva was founded over 65 years ago by the same family that still owns and runs it today. Over the years we have delivered technology and leading-edge innovation for fast-growing markets such as:

Modern greenhouse technology is empowering you to produce fresh, safe, and healthy food in a smart and sustainable way. All-encompassing control over crop conditions, at any time, and from anywhere, is proving to optimize production, maximize yield, improve quality, and reduce the cost of resources like water, energy, and labor. We at Priva are driven by technological innovation in horticulture. Developing greenhouse automation technology for controlled environments is our passion.

There are various types of new greenhouse technology available in this day and age. We offer varieties of process computers, sensors, and cloud-based software with smart interfaces to automate systems within your greenhouse.



### > About Us

- Worldwide**  
Represented in >100 countries, 18 offices, >400 distributors
- >700 employees**
- Hardware**  
Climate and process control
- Software**  
Control software and online services
- Services**  
Consulting, training and support

**Horticulture**  
We help entrepreneurs in becoming better growers. From Mexico to China and from plastic, multi-span to high-tech greenhouses.

**Utility Buildings**  
We create pleasant working environments in which people perform better while reducing energy consumption.

**Indoor Growing**  
Combining our knowledge, we create perfectly controlled environments that result in high yield at the highest possible quality.

### Manuel Madani, Head of PRIVA Japan

Manuel is a community-builder in the horticultural scene in Asia for the past 12 years. Apart from his role as head of Priva ASIA, he played an instrumental role in co-creating the Horti Asia, VIV Asia tradeshows during his days at VNU Asia Pacific. He currently is also the Vice-President of the Netherlands-Asia Chamber of Commerce, connecting agrifood / horticultural entrepreneurs, global players, governments, and research institutes to knowledge and expertise in the chamber's ASEAN and international network. With a large passion for tech and

sustainability and is committed to support all stakeholders build a strong foundation towards sustainable horticulture in Asia and beyond.

In Japan Manuel worked with various ministries and Netherlands trade missions and trade shows to connecting Japanese – Dutch cooperation. Manuel believes that the Dutch and Japanese cultures create a Win-Win proposition in the Agrofood industry.

**Relevance:**

Various seasons, One climate, Ideal nutrition, best care and highest level of efficiencies to achieve this. It allows the plant to get its optimal nutrition during the days and seasons. Very similar to humans we perform one we take care very well. Today's age Algorithm are helping us to make these decision - plants requires that ideal balance of photosynthesis, temperature, relative humidity, CO2 and nutrients. Together we can create ideal climates for high performance.