



Tanzania Investment Forum

Business Environment in Tanzania

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Sharing a healthy future



Agenda

- Rijk Zwaan in short
- Sustainable horticulture and trends
- Rijk Zwaan in Tanzania
- Success factors
- Challenges





Healthy

Family
business

De Lier

Head office

2.350

Employees

320
million
euro

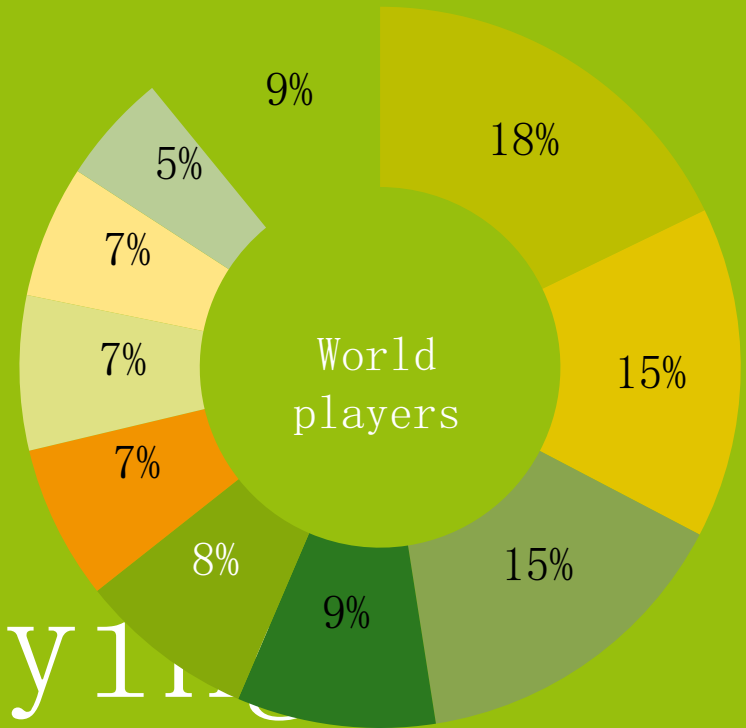
Turnover

5

World player

100%
independent

- 1 Monsanto
- 2 Syngenta
- 3 Vilmorin
- 4 Bayer (Nunhems)
- 5 Rijk Zwaan
- 6 Sakata
- 7 Takii
- 8 Bejo
- 9 Enza
- 10 Others



Our playing field

World market: **± 3,5 billion**

Nine companies with turnover > € 100 million

Together **91%** of the market





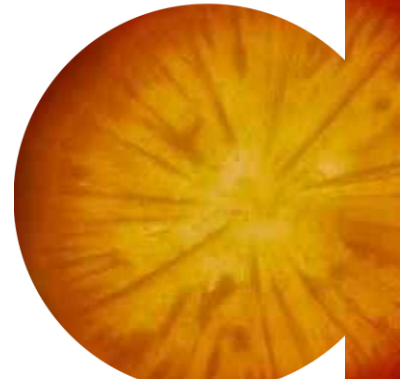
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Research

Five areas

- Seed technology
- Phytopathology
- Cell biology
- Molecular biology
- Biochemistry



Breeding

13 Breeding stations in all continents





- Headquarter
- Subsidiary
- Breeding station
- Distributor

International

countries

World player

28 Daughter

Autonomous growth

companies

Highest quality

Locations for
selection and



A horizontal flow diagram on a green background. It consists of five white circles arranged in a row. Each circle contains a smaller colored circle with text inside. The colors of the inner circles are dark green, green, light green, yellow-green, and yellow, respectively. The text inside the circles is 'Rijk Zwaan', 'Grower', 'Processor', 'Trader', and 'Retail'. Below the circles, the text '100% vegetables (chain)' is written in a large, dark green font.

Rijk
Zwaan

Grower

Processor

Trader

Retail

100%
vegetables (chain
)



27

Crops

1. 000

Varieties

4

Climate

100% vegetables

The highest quality

Extremely reliable

Common and biological

Satisfied consumers, worldwide



innovation

Hundreds genetic characteristics
like:

Resistances

Growth

Uniformity

Form, appearance, taste

7 to
20 years
Developing
time
variety



Worldwide successes and products





relationships

International cooperation

Sharing knowledge

Successful together



100% customer-
oriented

Cultivation advise
International
projects
Chain management
Account management



100% customer-oriented

Business development

Involve with product development

Anticipate wishes consumer



Global trend



Global trends

- 9 billion people
- growing cities
- demographic changes
- less resources
- climate change
- malnutrition & obesity
- biodiversity

Breeders' challenges

- To feed the world in a secure way
- To produce more with less resources (fertilizers, water, energy, plant protection products)
- To produce high quality food
- To produce and stimulate the consumption of healthy food

Innovation needed to make it happen!

Breeding
station
in Arusha

A photograph of a man and a young boy standing in a field. The man is wearing a colorful patterned shirt and dark trousers. The boy is wearing a blue t-shirt with a red car graphic and blue pants. In the background, there is a large volcano under a blue sky with some clouds. The word 'Afrisem' is overlaid in white text on the bottom part of the image.

Afrisem

Benefits for the growers:

- Demo companies close to Afrisem
- Hybrid varieties + improved cultivation techniques
- Higher production
- Marketing improved varieties together with intensive advise and training programs
- Invest with local organisations
- Building up capacity







Rijk Zwaan Seed Production



Q-SEM seed
production
company in Arusha

Started 2001

Seed production
of cucumbers,
melons and
tomatoes

Seeds produced
under highest
GSPP quality
specifications



Rijk Zwaan Seed Production

Seed
production
under
highest
quality
specifications



New: Rijk Zwaan Seed Production

location

In 2014/2015

we will

invest in a

new seed

production

location

Location:

Arusha

Budget: 5,5

million Euro



Projects

Active involvement
of Rijk Zwaan in 2
projects, supported
by Dutch government
:

- SEVIA
- AIM



SEVIA-Seeds of Expertise for Vegetable Industry of Africa

Goal: to
contribute to the
development of
local horticulture

To demonstrate
varieties and
improved growing
techniques in all
vegetable
production areas



Social & environmental aspects

- Schooling for employees' kids
- Health & medical insurance
- Pension fund
- Bio-gas installation
- Water purification system



Factors important for investing in Tanzania

- Friendly population
- Stable country
- Good climate for breeding and seed production
- Good flight connections
- Concentration of horticultural industry
- UPOV variety protection

Attention points:

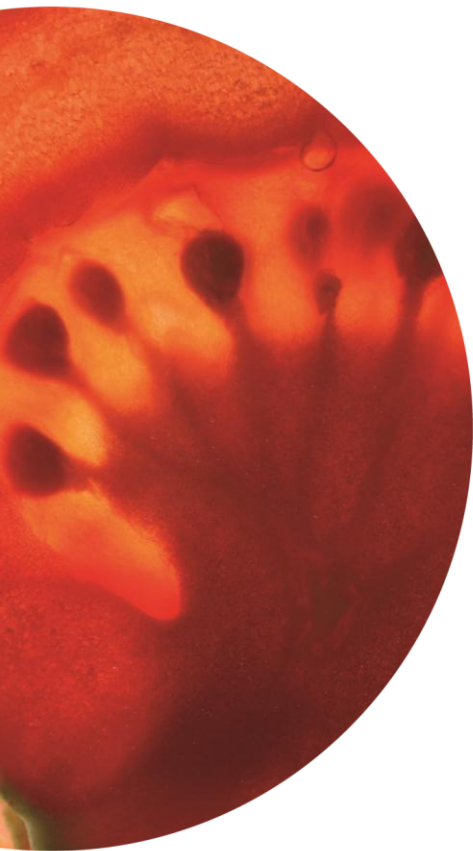
- Attention for import and export regulations
- Facilitation of easy business traffic (a.o. visa regulations)



Together with our partners,
we are committed to contributing
to the world's food supply
and to stimulating vegetable
consumption through the development
of new, healthy and appealing
products

Sharing a healthy future





Many thanks for
your attention

Sharing a healthy future

