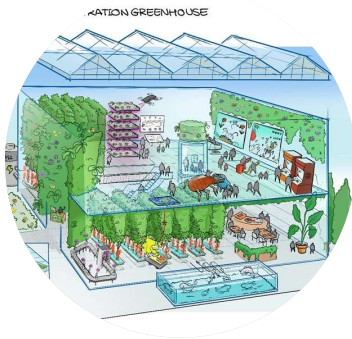# Seosan Demonstration Greenhouse

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Project idea

- Objectives
    - Develop a conceptual design of the innovative demonstration greenhouse
    - Bring together stakeholders
    - Prepare for a future, larger project
- Consortium:
    - Priva, Smiemans Projects, WUR
    - NL Embassy
    - Korean stakeholders
- Approach
    - Define options & modules
    - Meet with stakeholders
    - Report, collaboration plan

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Purpose of the Demonstration Greenhouse

- Demonstrate innovative greenhouse technology

- Provide platform for supply industry

- Raise interest of young professionals

- Create recreational / leisure environment for families

- Target groups

  - Families with children

  - Young professionals

  - Greenhouse sector

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Conceptual design

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Stakeholders

- Stakeholders
  - NL Companies: Priva, Smiemans, Grodan, Bom Group, van der Hoeven, Tebarex, RijkZwaan, Kubo, Koppert, Ammerlaan, Signify
  - NL knowledge: WUR, Lentiz
  - Korean stakeholders: Special Purpose Company, Chungnam Provincial Government, Yonam College
- Report pending
- Follow-up project
  - PPS 2022-round not submitted
  - PPS 2023-round will be more carefully prepared

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In conclusion

- Innovation is NL strength

- Conceptual design is well-received

- KO stakeholders give the Demonstration Greenhouse top priority, and are committed

- NL stakeholders have shown interest

- Draft PPS proposal is available, but needs revision

- Embassy signals that only companies that participate in PPS will be welcomed to the Demonstration Greenhouse

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Follow-up

- PPS idea will be submitted in May 2023
- NL companies need to be involved in preparation, and have to show early commitment
- PPS activities
  - Technical design of the greenhouse (exterior, interior, modules)
  - Construction (funded by KO Special Purpose Company)
  - Bring innovations to the sector
  - Generate knowledge (monitor, determine impact, compile, improve)
  - Improve skills (e.g., Yonam college)

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Thank you

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