

## Invitation Holland Seminar

### Asian Challenges, Dutch Solutions

*'Holland, Partner for Sustainable Business Development & Innovation in Animal Proteins'*

VIV Asia 2017, BITEC exhibition centre – conference area - room 217  
Wednesday, March 15, 14.30-16.30

At this moment and in the future challenges as sustainable food production, animal welfare, antibiotics resistance, effective farm management are or will be all high on the agenda. How can we anticipate on challenges like these? The Netherlands invite you to the **Holland Seminar** during VIV Asia to learn more about Dutch solutions for those (Asian) challenges.

#### Program outline

Moderator: Mr. Jan Wolleswinkel, President of Dutch Poultry Centre

- **Opening en welcome**  
*Aalt Dijkhuizen - President Dutch Topsector Agri&Food*
- **The Dutch approach to boost the (Asian) animal husbandry sector**  
*Jan Cortenbach – Chief Technical Officer Royal de Heus Animal Nutrition*  
An overview of feed safety and quality control, manure treatment systems and management training projects.
- **Simple Gains from Data Focused Poultry Production**  
*David Speller – Managing director, Applied Poultry*  
Best practice explaining how Dutch technology has helped optimizing poultry production.
- **Best practice – proven recipes for quality egg production**  
*Piet Simons – Ambassador Dutch Poultry Centre*  
The structure, composition and formation of the hen's egg are reviewed and the assessment criteria of egg quality as well as the factors influencing egg quality are discussed.
- **The sustainable hatchery in an Asian perspective**  
*Bouke Hamminga - Director International Sales & Business Development Pas Reform*  
Profitable production of day-old chicks, with respect for people, planet and animals.
- **Striving for more effectiveness and cost reductions, hence result improvements in e.g. the livestock environment. Innovations as a result of the cooperation between: Dutch industry, Dutch universities and the Dutch government**  
*Diederik Fetter – Managing Director Hotraco Group*  
An example of integrated pest management using sensor technology in laying hen facilities.

We will be happy to welcome you!

Please, register your attendance via [this link](#). For any inquiries or questions please contact Mrs. Maureen de Haan, [maureen.de.haan@fme.nl](mailto:maureen.de.haan@fme.nl).