
- Advertisement -

Horti Experience 2022 focused on international knowledge sharing

September 30, 2022

For the eighth time already, foreign [Royal Brinkman](#) employees visited its headquarters in 's-Gravenvande this week to participate in the Horti Experience. This year, the international knowledge event took place from Monday 26 to Friday 30 Sept. 2022.

During a 5-day training course, the focus was on knowledge sharing and the implementation of Royal Brinkman's 2023-2025 strategy. Besides the export department in the Netherlands, the international Royal Brinkman team consists of more than 160 employees.



Royal Brinkman

Over the five days, participants from the 13 countries attended various presentations and workshops. These were provided by specialists from the seven themes of crop rotation, crop care, crop protection & disinfection, packaging & design, mechanization, technical projects and service items.

The purpose of the Horti Experience is to learn about the strategic developments within Royal Brinkman, gain more knowledge about the product range, formalize the plans for 2023 and exchange knowledge among Royal Brinkman employees.

Full of inspiration and loaded with even more knowledge and skills, the international employees are ready and motivated to realize next year's plans from their own branches. In doing so, Royal Brinkman is fulfilling its local-for-local strategy to optimally serve local customers.

[Print](#)