

## Become a member

NAFTC is open to all companies and knowledge institutes from the Dutch agrifood sector. The purpose of this non-exclusivity is to be able to represent the entire agro-food-tech sector from the Netherlands.

NAFTC is a non-profit foundation and has a cost-structure which is exclusively working for its members. Depending on the level of support required, NAFTC offers different level of service packages.

A selection of support offered:

- **Information** - sector developments, market information, news, upcoming events and tenders
- **Networking** - several network events in the Netherlands and target countries
- **Matchmaking** - assisting in finding your local partners and clients
- **Logistical support** - on the spot assistance during your stay in your target country
- **Business activities** - e.g. finding agents, other contacts, arranging fair participation
- **Marketing** - marketing of your cluster, web marketing, individual promotion
- **Individual support** - specific tailor-made assignments carried out on individual basis
- **Collective activities** - trade fairs, trade missions, seminars

Jan Cortenbach, CTO Wellhope de Heus International

*“Only by joining forces you gain a foothold in major emerging countries. This enables us to offer complete solutions, one stop one shop making it easy for customers. But not only for customers, also for government, institutes and other entities it is will be seen as a highly organized umbrella organization representing the sector without preference for brands or individual companies. But giving the individual companies the possibilities to show their knowhow in the sector where Holland is known for.”*

## Contact

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Permanent  
representation

Individual  
business  
development

Collective  
market  
development

Chain  
approach

Dutch Expertise  
for local  
requirements

Netherlands Agro, Food & Technology Centre

## About NAFTC

The Netherlands Agro, Food & Technology Centre (NAFTC) is your gateway to a world of enormous opportunities in the largest emerging markets of the world. First established in 2008 in Beijing, NAFTC currently has offices in China, India, Vietnam, Turkey, Iran and is headquartered in Zoetermeer, the Netherlands.

In these countries, NAFTC promotes bilateral and business cooperation and functions as a local entry point to the vast knowledge and expertise of the Dutch agricultural, food processing and agrilogistics sectors.

NAFTC represents and assists its members from the Dutch private sector and knowledge institutes, both individually and collectively. We provide services such as market intelligence, match making, marketing and promotional activities, logistical support, incubation, access to local networks, and individual advice and market guidance.

Paul Oosterlaken, Kiremko – member of NAFTC in China and India

*“By presenting our company together with Dutch supply chain partners through the NAFTC collective, we have a marketing tool which distinguishes us from our foreign competitors.”*



## Cluster approach

Various clusters of expertise are functional under the framework of NAFTC, such as the Dutch Potato Cluster, the Dutch Dairy Cluster, and Orange Pig Cluster. These clusters represent the respective Dutch sectors collectively for a stronger representation of the whole chain.

Why approach the local market together with the competition? Collaboration under the Dutch flag, even among competitors, will deliver better results compared to each party acting alone.

- **Building brand awareness** with ‘Holland’ and ‘Dutch quality’ as brand endorsement, can positively enforce your company’s brand and image in emerging markets. This can only be achieved as a collective and is most effective when supported by the Dutch government.

- It is easier to gain **access to high level stakeholders** as a cluster than as an individual company.
- The cluster serves as a **single point of contact** for knowledge and expertise from the Netherlands.
- As a collective, the cluster could also serve as a **stepping stone** to form a consortium for tenders.

## How we work

- **Business-driven:** members are in the driver’s seat. Each NAFTC is a separate foundation in which participants (‘members’) are board members. They decide the course and activities of the office they participate in.

- **Sector focus:** NAFTC represents the whole Dutch agrifood sector through its local offices.

- **Permanent local presence:** with offices in Beijing, Hanoi and New Delhi, we are your eyes and ears in these agricultural production hubs.

- **Integrated chain approach:** the Dutch integrated way of thinking, cooperation and implementation within a value chain may be the Netherlands’ most important export product. NAFTC promotes this Dutch integrated approach by collectively promoting and representing collective sub sectors (e.g. poultry, potato, horticulture, pig, dairy, food processing, cold chain).

- **Cluster approach:** within NAFTC, participating companies and institutions are organised through clusters in each agro, food and technology segment.



- **Public-private partnership:** towards local governments NAFTC is positioned as expert network, instead of commercial entity. We have close links with the local Dutch embassy and can facilitate access to relevant actors within the local government system.

- **Individual assistance and collective representation.** NAFTC positions its members not only individually, but also collectively as clusters of expertise.