



Picture: InterAtiva Viagens e Turismo

**Holambra** (from the words Holland-America-Brazil) is located in the state of São Paulo and part of the Metropolitan Region of Campinas.

After the World War II, a large group of migrants from the province of North Brabant – the Catholic Dutch Farmers and Market-gardeners Union – arrived in Brazil and established their first colony at the farm of Fazenda Ribeirão situated between the cities Jaguariúna, Santo Antonio de Posse, Artur Nogueira and Cosmópolis. On July 14, 1948 Holambra was officially founded. After a referendum in 1991 where 98% of the population voted in favor of political autonomy for the area, Holambra gained city status in January 1993.

Under the influence of Dutch culture and expertise, Holambra has grown into **the most important producer of flowers and plants**, both in Brazil and in the rest of Latin America. It is therefore still the home base for many important (Dutch and Brazilian) companies in horticulture and agriculture.



Pictures: Terra Viva

Holambra is also known for "**Veiling Holambra**", the most complete commercial and logistics center on the national flower and plant market. With over 30



years of tradition and an infrastructure that is the most advanced in the perishables sector worldwide, Veiling Holambra is one of a kind. More than 600 active customers are served seven days a week, around the clock, by more than 400 cooperative members, all within the strict principles of social and environmental responsibility.

Dutcham took the opportunity to visit Holambra on the occasion of the 27th edition of **Hortitec**, the leading fair in Latam in the field of horticulture at Expoflora. This 2022 edition brought together more than 470 Brazilian and foreign exhibiting companies and attracted more than 30,000 visitors from different regions of the country and abroad.



A **special Dutch Agri Trade Mission** to Brazil was organized from the Netherlands in collaboration with the Dutch Embassy in Brasilia. A few small and medium-sized companies with concrete solutions in the field of sustainability, technology and innovation took part in this mission and presented their products and services at a special stand of the Dutch Embassy at Hortitec. Dutcham was pleased to have contributed to this mission and to ensure the follow-up in the coming weeks towards the visiting Dutch companies.



Renê Veiga - Business Development Manager at Dutcham

In addition, Dutcham took the opportunity to visit several Dutch companies already present in Holambra and discussed together the possibilities to integrate them more within the Dutch business community in Brazil. With the Dutch strength in the field of Agri business and the strong connection between the Netherlands & Brazil, certainly a sector in which Dutcham will invest more in the coming months and years.



Peggy De Rop – Managing Director at Dutcham  
 Jerry van der Spek – Director at ADFOnline (right)  
 René Vernon – Owner of Panorama Flores (left)

You can read more about Agribusiness and its key-sectors on our website.

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### Stay safe but keep connected!

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