



## PRESS RELEASE

### Dutch sustainable knowledge for China's largest retailer

**By teaming up with the Netherlands Council for Trade Promotion (NCH), Holland's first and only agricultural-project developers, G&C Group BV, signed an agreement with Lianhua Supermarket Holdings in Shanghai.**

Young entrepreneurs Gidi Dekker (30) en Chris van den Berg (31) will become Lianhua's supplier of organic and honestly grown vegetables, by developing a state-of-the-art production facility in China. The supervision of G&C Group guarantees to accomplish a transparent supply chain from "seed to shelf".

"Dutch SME businesses and Chinese investors and government can add value to each other by working together in order to meet high standards", says Gidi Dekker in the company's headquarters at the Rokin in Amsterdam. "China, as the world's fastest growing grocery retail market represents an opportunity for producers of high quality, consistent and clean vegetables to supply retailers. China is already the world's largest producer of vegetables with 50% of global production; however, the production sector is fragmented and low-tech. As a result, major retailers in China face tremendous difficulty in sourcing high quality vegetables. This project will take this opportunity by involving the establishment of a high-tech greenhouse for the production of tomatoes, cucumbers and other greenhouse vegetables for the Lianhua supermarkets.

In July 2009 Chris en Gidi took part in the mission of NCH to Shanghai where they gave a presentation to the buyers of China's biggest retail-chain. It was there when the contacts gained and a contract with G&C emerged.

Chris van den Berg, who is in Shanghai at the moment of this article, engaging other parties for financing, knowhow and construction: "The main products to be produced at the production facility are organic truss tomatoes, cucumbers and bell peppers. We consider this choice of product to be most interesting in view of its marketing possibilities, image and expected profit margin for Lianhua."

As part of G&C supervision of the supply chain, the Dutch group will be able to take into account Lianhua's preferences with regard to packaging and marketing. Both parties also acknowledge the opportunities of sourcing on the Chinese market for premium European food products and other products that may match with state-of-the-art production standards, strategy and corporate social responsibility.

#### **About G&C Group bv**

G&C Group recognises the increasing demand by Chinese consumers for safe and healthy farm produce and was founded to play a niche market role in China's Food & Agri sector. The company is dedicated to building bridges between Dutch enterprises and Chinese farmers, local governments, investors and food suppliers. Up to now, it has introduced techniques for the improvement of local production and is involved in the optimisation of cold chain logistics and processing. Additionally, by working closely with Chinese retail organisations, G&C Group has created market driven investment opportunities in the Food and Agri industry.

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