

# HORTI +

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**BIO  
GROW**  
NATURAL CHOICE

Thursday , june 28, 2025



## Update : New Faces, Green Tech & Growing Sustainably

Mickaël joins the team as a **sales and technical manager** for the **French-speaking market**.

He possesses a **double valuable expertise**: **technical experience in the field** combined with **real business sensitivity**

## Top News

New Sales & Technical  
Manager for France:

Introducing Mickael, our new  
team member

Greentech 2025 – Sustainable  
Growing in Focus:

Discover the key trends shaping  
the future of horticulture



Welcome Mickaël

01/02



## THE STONE WOOL DISAPPEARS

Dutch growers are beginning a **gradual transition** toward **more eco-friendly substrates**, challenging the traditional use of stonewool.

This shift, still quiet but significant, reflects a strong commitment to **more sustainable agricultural practices** and could redefine the **standards of soilless cultivation** in Europe and beyond.

## News in Brief

- **New design** for your **favorite** newsletter
- **Modernization** continues in France with the installation of an **automated system** for tracking shipments by sea

## Come & meet us

- **1. Fruit Focus UK**  
**When** : 9th July 2025  
**Where** : NIAB, East Malling, Kent, UK
- **2. Agritech India**  
**When** : 1st to 3rd August 2025  
**Where** : BIEC, Bangalore,



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## GreenTech 2025



The GreenTech Amsterdam 2025 trade show brought together over **12,000 professionals** and **530 exhibitors**, confirming its role as a **global reference** in **innovative horticulture**.

The event showcased the **latest advancements** in robotics, artificial intelligence, renewable energy, and sustainable agriculture.

GreenTech 2025 highlighted the importance of **connected, sustainable, and collaborative horticulture** to address the global challenges ahead.

02/02