

Hasfarm Young Plants - Greenex and Dalat Hasfarm in alliance for Asia

October 16, 2014

After more than 10 years of cooperation, Greenex and Dalat Hasfarm have formed a strategic alliance for the production and distribution of proprietary genetics to professional growers in Asia.

Greenex is an international distributor of cuttings and young plants, based in Denmark and Dalat Hasfarm is a leading cut flower and young plant producer with an annual production of over 200 million cuttings, based in Vietnam and China.

Sales and marketing in the new venture, called **Hasfarm Young Plants**, will be led by Torben Pedersen of Greenex, with Greenex acting formally as exclusive agent for the company in all Asian territories. Greenex' business outside Asia, in Europe and North America, is not affected.

The venture brings together Dalat Hasfarm's young plant production operations in Dalat, Vietnam, and in Kunming, China. Hasfarm Young Plants in China operates a state of the art tissue culture laboratory and a cuttings production business in a joint venture with Hilverda Kooij. In terms of climate, facilities and logistics, the company is well positioned to supply markets in both North and Southeast Asia.

Greenex is bringing to the venture its existing client relationships in China, Japan, South Korea, Taiwan and South East Asia. This business focuses on the propagation of pot plant varieties. Dalat Hasfarm also has a substantial Chrysanthemum cutting business in Asia.

Greenex is working with a range of well-known and professional breeders, who are very supportive of the new venture, to bring their varieties across to the new company. **Hasfarm Young Plants** is focused on creating value for its customers by supplying the best quality and genetics, while developing the royalty income for its breeders in Asia.

IP owners are offered a secure and effective way to build their business, working in partnership with a company with excellent production facilities in the region and deep experience of building a business in what often remains a challenging market for breeders.

We are looking forward to even serve you better in the future.

Dalat Hasfarm



Aad Gordijn

The logo for Dalat Hasfarm features the company name in a green, cursive-style font. Above the letter 'a' in 'Hasfarm' is a stylized orange and yellow sun or flower icon.

Greenex



Torben Pedersen

The Greenex logo consists of the word 'GREENEX' in a bold, green, sans-serif font. To the right of the text is a green globe icon with a leaf on top. Below the globe, the words 'WORLDWIDE EXPORT' are written in a smaller, green, sans-serif font.