

Manuel Madani, Head of PRIVA SE ASIA

Manuel is a community-builder in the horticultural scene in Asia for the past 12 years. Apart from his role as head of Priva SE ASIA, he played an instrumental role in co-creating the HortiAsia, VIV Asia tradeshows during his days at VNU Exhibitions. He currently is also the Vice-President of the Netherlands-Thai Chamber of Commerce, connecting agrofood/horticultural entrepreneurs, global players, governments, and research institutes to knowledge and expertise in the chamber's ASEAN and international network. He has a passion for tech and sustainability and is committed to support all stakeholders build a strong foundation towards sustainable horticulture in Asia and beyond.

Relevance:

An important starting point for business in South-East Asia is root control by growing on substrate. It allows the plant to get its optimal nutrition during the days and seasons. Very similar to humans. As we both perform better in better climates we grow better. To grow optimally, we need to stay close to the biorhythms of the plants requires that ideal balance of photosynthesis, temperature, relative humidity, CO2 and nutrients. Together we can create ideal climates for high performance.



