



**5TH INTERNATIONAL
STRAWBERRY CONGRESS**

Hans Vanderhallen

Managing Director
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**5TH INTERNATIONAL
STRAWBERRY CONGRESS**

**“Connecting the dots in a
complex world of strawberries”**



**5TH INTERNATIONAL
STRAWBERRY CONGRESS**

By connecting the dots

- Between research and practice
- Between sustainability and competitiveness
- Between digitalization and tradition
- Between local identity and global markets



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Michael Barker

Fresh Produce Industry Journalist and Speaker