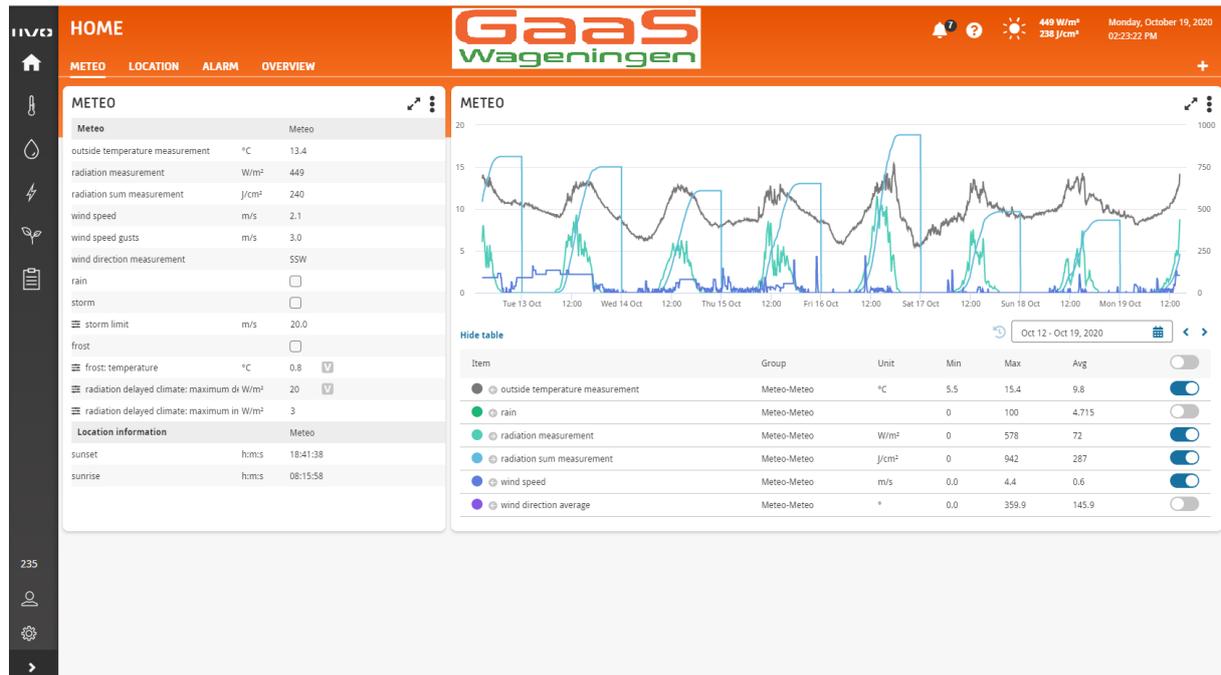


**Press release**

Barendrecht (The Netherlands)

January 27, 2021

**GrowGroup IFS and Hoogendoorn Growth Management are connecting nature and technology with IIVO**



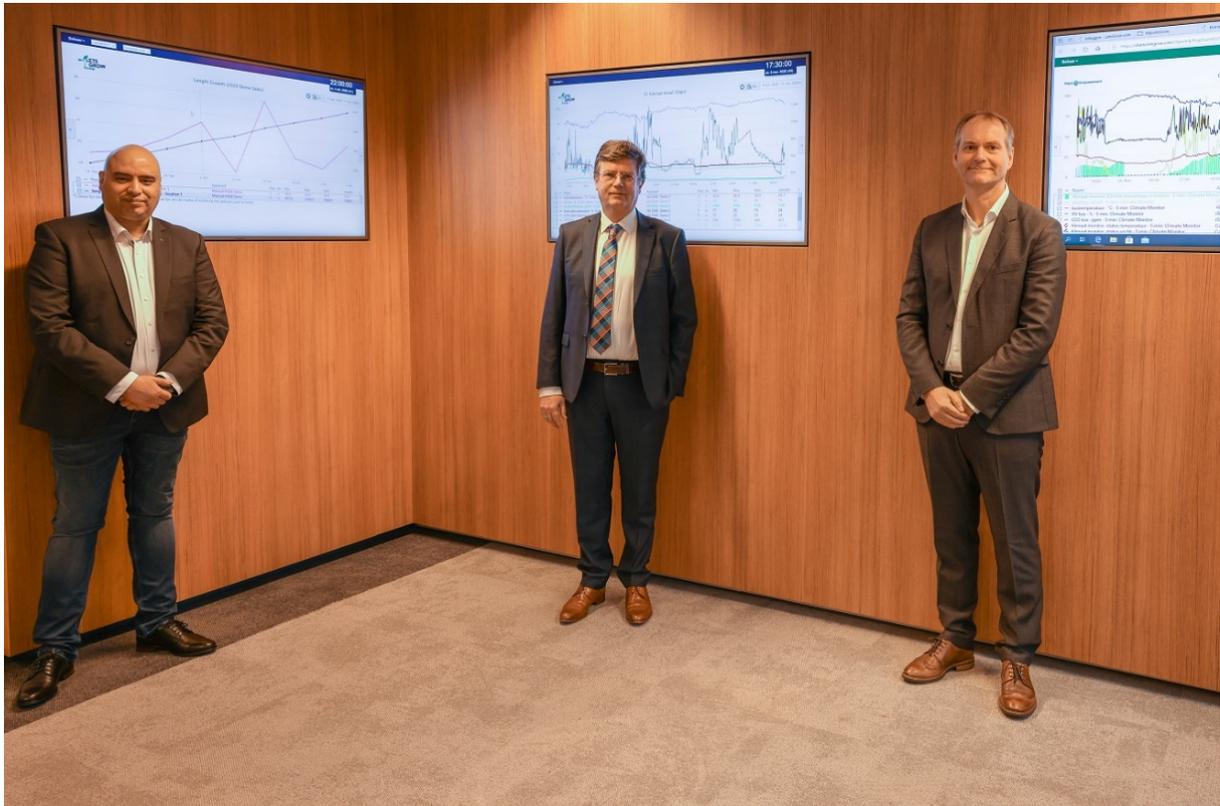
**GrowGroup IFS is building the world's largest indoor farm in Abu Dhabi. Part of this total and unique concept is the support provided to the client with the operation of the indoor farm after the turnkey delivery. This service is provided by GaaS Wageningen, who supports the head growers, monitors all growing data 24/7 from distance and adjusts if necessary. For this valuable support GrowGroup IFS implements the IIVO process computer from Hoogendoorn.**

**IIVO**

IIVO provides smart technology for indoor farming projects and greenhouse growers. A combination of smart software and state of the art hardware. This truly unique system is capable of monitoring, controlling and maintaining any type of greenhouse project or indoor farm. Allowing you to grow more, at higher quality while using minimal resources. Not only is the system highly effective, it is also extremely efficient and sustainable, generating maximum results. Weather you were born in a greenhouse, or never been in one. With self-learning controls and integrated security, it is undoubtedly the future of horticulture, and the first step towards automated growing. "This is what our clients need and exactly why we have chosen for a partnership with Hoogendoorn Growth Management", John Breedveld, CEO GrowGroup IFS.

## Partnership

GrowGroup IFS and Hoogendoorn Growth Management has signed a partnership to connect nature and technology with IIVO together. With this partnership all GrowGroup IFS clients can be supported in the most optimal way, in order to realize the most profitable indoor farms.



Fouad Ababou (Area Sales Manager- Hoogendoorn), John Breedveld (CEO - GrowGroup IFS) and Martin Helmich (CCO - Hoogendoorn)

## GaaS Wageningen

GrowGroup IFS also implements the IIVO process computer at its group company GaaS Wageningen. This company has access to a pool of more than 200 agricultural specialists. Its core business is the operation of high-tech indoor farms from the small ones as the container farms up to the large ones as the largest indoor farm of the world in Abu Dhabi.

## World Expo 2020 Dubai

GrowGroup IFS and Hoogendoorn Growth Management will participate in various sessions around the World Expo 2020 that starts on October 1, 2021 and ends on March 31, 2022. Both parties will show the world their innovations, also in the real largest indoor farm of GrowGroup IFS in the UAE, which will be operational at the Expo 2020.



John Breedveld

### **GrowGroup IFS**

GrowGroup IFS (Innovative Farming Solutions), founded by CEO John Breedveld in Barendrecht in the Netherlands, is specialised in developing indoor farming based on the most advanced Dutch innovative farming solutions, especially in regions where normal cultivation is restricted by extreme climate and or limited space.

### **Hoogendoorn**

Hoogendoorn Growth Management, located in Vlaardingen in the Netherlands, creates sustainable and user-friendly automation solutions for every kind of horticultural business worldwide. Growth, continuity and innovation are the focus. CCO Martin Helmich, is the driving force behind the unique collaboration with GrowGroup IFS.



Martin Helmich

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## Note for editors

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