



**HOOGENDOORN**  
GROWTH MANAGEMENT

## **Hoogendoorn strengthens its presence in Mexico with new establishment and new partner**

May 5<sup>th</sup>, 2011, Hoogendoorn, the most innovative supplier of climate and process automation in the international horticultural industry strengthens its presence in Mexico with an own establishment and two new employees that will focus on the Mexican horticultural sector. Furthermore Hoogendoorn has signed a contract with an excellent new partner for the Mexican market, Munich Agri-Systems. Offering local service and quick delivery of spare parts are aspects Hoogendoorn highly values and will now be realized based on these developments.

### **Climate- and process automation of greenhouses of all sizes**

The activities Hoogendoorn already practices in Mexico will be raised to a higher level due to the local presence and the activities of the new employees and native Spanish/Mexican speakers Juan Gonzalez en Jonahatan Camarena. This will enable Hoogendoorn even better to deliver climate and process automation solutions for diverse horticultural projects. From complex, high-tech horticultural projects as well as for local, smaller-scale companies. For example the comprehensive and high-tech company Agricola El Rosal, producer of tomatoes, cucumbers and peppers with various production locations in Mexico, is a client Hoogendoorn is proud of having as a customer. Yet, also in greenhouses of smaller size owned by local growers the climate is being managed by Hoogendoorn products.

### **New partner for supplying excellent local service**

To execute all local projects and keep providing local service, support and spare parts Hoogendoorn has recently signed a dealer agreement with Munich Agri-Systems in Mexico. Munich is a company that has a broad experience in electrical installation and maintenance, besides having extensive knowledge of the horticultural products offered by Hoogendoorn. With this new alliance Hoogendoorn extends its existing global network of well trained, professional partners with extensive knowledge of the local markets.

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