



K.E.C.

Horticulture Management BV

L.S.

Curriculum Vitae

Personalia

Name	P.M.J.J. van den Ende
First names	Petrus, Maria, Jacobus, Joseph
Call Name	Pierre
Date of birth	6-9-1956
City of birth	Delft
Nationality	Dutch
Marital Status	Married
Sex	Male
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Driving License	B.E.
Blood group	O-pos. (Donor)
Former member	
Voluntary fire squad	Partial groups commander



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Education

1962 – 1968	Grammar School
1968 – 1973	High School (Mavo - Havo)
1974 – 1975	Bookkeeping
1981 – 1985	Hebrew
1985 – 1992	German
1985 – 1992	French
1985 – 1992	Spanish
1986	Basic Information Technology
1987	Practical Management
1988	Cultivating Chrysanthemum and Summer flowers
1989	Cultivating Carnations and Plant nutrition
1990	Practical Spanish
1991	Information Technology
1991 – 1992	Culture Science (open university)
1992	Information Technology
1993	Creative thinking in management
1993 – 1996	First Aid and 3e degree in the Fire Squad (partial groups commander), including Gas Unit equipment.
1994	Practical project approach in management
1995	Marketing
1996	Negotiating in commercial situations
1997	Teambuilding
1998	Practical Sales Training
1999	Export Management



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Practical Experience

- 1974 – 1975 Controller Computer In and Output and foreign currency at a Local branch of the RABO-bank
- 1976 – 1977 Travels through the Mediterranean countries and the Middle East
- 1978 – 1980 Supervising construction works of glasshouses in the Benelux and U.K.
- 1981 – 1982 Location and production manager at a young plant nursery of Chrysanthemums (30.000 m²)
- 1983 – 1998 Worked at Flower Auction Holland (BVH)
Started as deputy manager of the import department, responsible for 30 people and the total day to day process of receiving and preparing flowers for sale. Flowers supplied from various countries worldwide. In addition giving feedback to the suppliers about the selling results, influences on the marketplace and quality aspects.
- 1988 From 1988 I specialized in the commercial field of acquisition, guidance, consultancy and marketing.
As area manager I was responsible for the supply coming from the European countries, Mediterranean countries and the Middle and Far East.
At a later stage I was coordinating the total foreign supply to one of the selling centres.
In this particular job I was responsible for a turnover of over 60 million Euro (fl 120.000.000.) Next to the clock selling system I was involved in creating a more attractive market place by initiating a system of direct marketing through active mediation.
With this experience and the network I am very well acquainted with world wide flower cultivation and available market places (auctions) and channels. My international experience was gained from regular visits to England, France, Germany, Spain, Italy, Greece, Polen, Romenia Hungaria, Russia the Balcanic countries, Portugal, Turkey, Lebanon, Israel, Jordan, Egypt, Morocco, Iran, Saudi Arabia and all Gulf States, Palestine, Syria, India, Thailand, Taiwan, China, Korea, Hong Kong, Kenya, Zambia, Ethiopia, South Africa, Colombia and United States.
In this job I often participated in exhibitions, trade fairs and missions, conferences and seminars and lectured if requested. Publications monthly in a relevant magazine.
- 1998 – 2002 Working as Export manager at Combifleur B.V.
In this job I was responsible for the total export of Combifleur products. The assortment consists out of seeds and young plants of ornamental products. The purchasers are retail companies and professional growers worldwide. I have put myself the target of increasing turnover with a rate of 15 to 20% per year. The export policy is my full responsibility and at present I am implementing a network of agents and distributors in various countries. Acquisition, profit, communication, information transfer, promotion and introductions of new products are key words.



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From 09-2002

I have my own companies active in different disciplines and fields and in certain parts of the world generate my own acquisition and sales under the name

KEC Ornamentals/Horticulture.

In addition I represent, advise and participate in breeding, sowing and various other ornamental and horticultural enterprises world wide!

Including vegetable breeding and production and supply knowledge and farm management, skill services to foreign companies trying to introduce their products in or through the Netherlands and the EU countries.

Through alliances and participation turnkey projects are part of the companies activities including the advice on economic set up that leads to profitability.

With the focus on seed, seeding and plant production units!

www.kec-ornamentals.com including KEC Horticultural Management BV

www.lavillettasrl.it

www.sakataornamentals.com

K=Knowledge

E= Ethics

C=Cooperation