

GROWERTALKS

GT in Brief

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GreenTech Americas Coming to Mexico

Chris Beytes

Is Mexico making a move to become a high-tech player in horticulture? Maybe, if the launch of GreenTech Americas is any indication. GreenTech is a horticulture technology show that takes place in Amsterdam each June; this version will be held in Queretaro, Mexico, some 100 miles or so northwest of Mexico City.

Slated for March 24-26, 2020, it's aimed at those who are currently doing business in Mexico or who are looking for opportunities there. It's a three-day conference plus trade show for building relationships, exchanging ideas, and sourcing tools and technology.

Mexico is a bigger player in protected agriculture than you might think. They're sixth in the world in protected ag, with almost 100,000 acres of vegetables, berries and flowers under cover. They export almost three million tons of tomatoes, peppers and cucumbers, with a value of about \$3 billion. And the climate is diverse, for year-round production.

Want more info? Check out www.greentech.nl/americas. **GT**