



# ETP SEMINARS & TURF EXPO 2018

---

October 24<sup>th</sup>, 25<sup>th</sup> & 26<sup>th</sup> 2018  
Comporta - Portugal





# The place – The nursery







# The place – The nursery

Novogreen opened its new nursery in Comporta, Portugal, in spring 2018.

The natural substrate of the farm is **silica sand** matching perfectly with **USGA standards**.





# The place – The nursery

The location and proximity of the Atlantic Ocean provides a **gentle climate all year long**, with medium temperatures from 11°C to 25°C.

**5 centre pivot irrigation systems serve a total of 110 Ha** of cool and warm season varieties.

At the end of October most of the varieties will be in the best possible condition for the **ETP Turf Expo**.





# The place – The nursery

## Cool season varieties:

- Park (tall fescue)
- Verd (ray grass)
- Continental (tall fescue +ray grass+poa)
- Agrostis tee one
- Agrostis L93
- Agrostis 007
- Agrositis A4
- Agrostis L93







# The place – The nursery

## Warm season varieties:

- Paspalum Pure Dynasty
- Paspalum Vaginatatum Sealsle 2000
- Bermuda Tifway 419
- Bermuda Latitude 36
- Bermuda Miniverde P18
- Bermuda Sunday
- Bermuda Celebration
- Zoysia Zeon
- Zoysia Empire
- Zoysia Geo
- Zoysia L1F
- Dichondra repens





# The place – The venue





# The place – The venue

**Troia's peninsular will be the venue for accommodation and seminars.**

Tróia is a resort 20 km from Comporta. It includes several hotels, a sportive harbour, a casino and its own 18-hole golf course **designed by Robert Trent Jones Senior.**

Tróia boasts several quality hotels such as Aqualuz Hotel, with more than 400 rooms, studios and apartments.

Tróia also offers modern meeting rooms and a conference hall for up to 500 people.







# The place – The venues







# The audience





# The audience

We expect 200 ETP members, turf producers from all over Europe.

In addition to ETP Members Novogreen will invite **golf General Managers** and **Head Greenkeepers** and **football first and second division's Groundsmen** from Spain, Portugal and France. We can expect 200 people.

Also, we expect 80 personnel from sponsors/suppliers.

In total we can expect more than **450 attendees**.







European Turfgrass Producers



# The schedule





# The schedule: October 24<sup>th</sup>

08:30-12:30: Golf Tournament at 18 holes Tróia Golf.

13:00-14:00: Lunch (for Golf Tournament players).

14:00-15:00: ETP General Assembly 2018 (for ETP members).

**15:00-16:00: Seminars 1 & 2.**

16:00-16:30: Coffee break.

**16:30-17:30: Seminars 3 & 4.**

**17:30-18:30: Seminars 5 & 6.**

18:30-20:30: Free time.

20:30-23:00: Dinner.





# The schedule: October 25<sup>th</sup>

**10:00-11:00: Seminars 7 & 8.**

**11:00-12:00: Seminars 9 & 10.**

12:00-12:30: Coffee break.

**12:30-13:30: Seminars 11 & 12.**

13:30-15:30: Lunch.

**15:30-16:30: Seminars 13 & 14.**

16:30-17:00: Coffee break.

**17:00-18:00: Seminars 15 & 16.**

18:00-20:30: Free time.

**20:30-23:00: Gala Dinner.**







# The schedule: October 26<sup>th</sup>

8:45-9:30: Transfer by bus from Troia to the Comporta nursery.

9:30-10:00: Coffee.

**10:00-16:00: Sponsors and suppliers outdoors show room.**

**10:00-16:00: Indoors meeting point & networking.**

**12:00 to 15:00: Creative catering indoor/outdoor.**

16:30-18:30: Transfer by bus from the Comporta nursery to Lisbon airport.





# October 24<sup>th</sup> : Golf tournament





# October 24<sup>th</sup> : Golf tournament

On **the opening day** of the seminars Novogreen will organize a golf tournament open to all attendees, at the **18 hole Tróia Golf**.

Designed by North American **golf architect Robert Trent Jones Senior**, Tróia Golf was elected in 2011 by Rolex as one of the best golf courses in the world.

Also, in 2018, the magazine **Golf World** rated **Tróia Golf** the **17th** top golf course in the whole of Continental Europe.

This tournament will be limited to **72 participants**.







# October 24<sup>th</sup> : Golf tournament





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminars

We have planned 16 seminars, in 2 different halls at the same time.

The format is a **50-minute seminar** plus **10-minute Q&A**. We have selected themes based on three topics:

- **Agronomic.**
- **Strategy.**
- **Work.**





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Zoysia today and in the future as the solution to water consumption, fertilizers and maintenance on turf.**

## **Don Roberts - USA**

Agronomist, turf expert and International Turfgrass Genetic Assurance Program (ITGAP) consultant. Don is in charge of turf variety certifications around the world.



[www.linkedin.com/in/don-roberts-71b39210/](http://www.linkedin.com/in/don-roberts-71b39210/)  
[www.itgapturf.org](http://www.itgapturf.org)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Zoysia today and in the future as the solution to water consumption, fertilizers and maintenance on turf.**

## David Doguet - USA

Co-founder of Team Zoysia, President at Bladerunner Farms, licensing and marketing firm dedicated to the expansion of environmentally friendly turfgrasses around the globe. The company is specialized in zoysiagrass turf selecting and breeding.



[www.bladerunnerfarms.com](http://www.bladerunnerfarms.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Renovation and improvements of golf courses in Spain.

## Javier Reviriego - Spain

General Manager at Real club Valderrama, one of the best courses in the world, designed by Robert Trent Jones Sr., awarded by Audobon environmental certificate, was the host of 1997 Ryder Cup.





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Renovation and improvements of golf courses in Spain.

## Adolfo Ramos - Spain

Head Grenkeeper at Real club Valderrama, one of the best course in the world, designed by Robert Trent Jones Sr., awarded by Audobon environmental certificate, was the host of 1997 Ryder Cup.







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Renovation and improvements of golf courses in Spain.

## Agustin Mazarrasa - Spain

General Manager at Real Club de Golf Sotogrande, first course designed by Trent Jones in Europe in 1964. Restored by architects Roger Rulewich, 35 years Jones' right-hand man, and his partner David Fleury, the course was inaugurated in 2016.



[www.golfsotogrande.com](http://www.golfsotogrande.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Renovation and improvements of golf courses in Spain.

## Patrick Allende - Spain

Greenkeeper at Real Club de Golf Sotogrande, first course designed by Trent Jones in Europe in 1964. Restored by architects Roger Rulewich, 35 years Jones' right-hand man, and his partner David Fleury, the course was inaugurated in 2016.



[www.golfsotogrande.com](http://www.golfsotogrande.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

---

## Miguel Freitas - Portugal

Secretary of State for Forestry and Rural Development, Deputy, agronomic engineer, agrarian economy.



REPÚBLICA  
PORTUGUESA

XXI GOVERNO CONSTITUCIONAL



[www.portugal.gov.pt/pt/gc21/area-de-governo/agricultura-florestas-e-desenvolvimento-rural/secretarios-de-estado?i=florestasedodesenvolvimentorural](http://www.portugal.gov.pt/pt/gc21/area-de-governo/agricultura-florestas-e-desenvolvimento-rural/secretarios-de-estado?i=florestasedodesenvolvimentorural)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Current needs of natural turf and hybrids for football in Europe. LaLiga Television Broadcast Regulations.**

## **Paul Burgess - UK**

Director of Grounds and Environment at Real Madrid C.F., first in Europe to earn a Certified Sports Field Manager certification but also awarded the Environmental Certification, 13 pitches, including Bernabeu stadium and training centre, 120.000m<sup>2</sup> of gardens.



[www.realmadrid.com](http://www.realmadrid.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Current needs of natural turf and hybrids for football in Europe. LaLiga Television Broadcast Regulations.

## Pedro Fernández-Bolaños - Spain

Grounds Quality Manager. Raising the standards in professional football grounds in Spain.



[www.laliga.es](http://www.laliga.es)





European Turfgrass Producers



# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Precision Framing applied to turfgrass (sports turf and sod production)**

## **Filippo Lulli – Italy**

CEO at Turf Europe, expert in building and maintaining turfed areas, consultancy, R&D and course teaching services.

Filippo was ETP Secretary for the association's first three years.



[www.turfeurope.eu](http://www.turfeurope.eu)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Precision Framing applied to turfgrass (sports turf and sod production)

## Joshua Friell – USA

Research Scientist at The Toro Company.



[www.thetorocompany.com](http://www.thetorocompany.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Landscape basic components.

## Elías Torres - Spain

Architect, Spanish National Architecture Award 2016, Spanish National Architecture Award 2017, RIBA International Fellowship in 2015, characterized by an open and ambitious architecture having impacted on public and private projects worldwide.



[arquitectes.coac.net/jamlet/menu\\_projects.html](http://arquitectes.coac.net/jamlet/menu_projects.html)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Turfgrass around the world.

## Sylvain Duval - France

Consulting Agronomist in Golf Course Consulting, leading golf courses constructions, golf courses grow-in, maintenance and improvement in Europe, Africa, Middle East and Asia.



[www.sylvain-duval.com](http://www.sylvain-duval.com)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Golf course preparation for a championship.**

## **Alejandro Reyes - France**

Golf Courses and Real Estate Manager at Le Golf National, Host venue of the 2018 Ryder Cup and 2018 French Open, the course was inaugurated in 1990 being a venue for various national and international competitions, that can be kept open to all, all year around.

**legolfnational<sup>®</sup>**

[www.golf-national.com](http://www.golf-national.com)



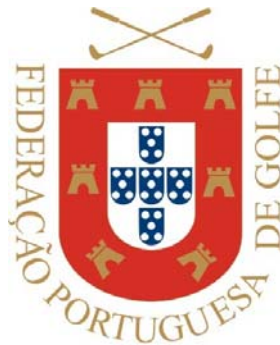


# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**GEO certification, corporate social responsibility, environmental and economic impact.**

## Alexandra Almeida - Portugal

Club Support, Quality & Sustainability Dept., Coordinator at Federação Portuguesa de Golfe and Chair of the Sport and Environment Commission at The Olympic Committee of Portugal (Comité Olímpico de Portugal).



<http://portal.fpg.pt/>





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**New technologies in quality seeds control.**

## **Sara Dalmau - Spain**

CEO at Semillas Dalmau, specialized in the production and distribution of grass and revegetation seeds, continuing a long and well-known dynasty of nursery growers from Valencia since 1845.



[www.semillasdalmau.com](http://www.semillasdalmau.com)







European Turfgrass Producers



# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**New technologies in quality seeds control.**

## **Josep Cirera - Spain**

Turf grass Director at Semillas Fitó, one of the biggest multinationals in the field of genetic improvements and the production and distribution of seeds for horticultural and field crops.



[www.semillasfito.com](http://www.semillasfito.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Mentality change for continental climates, warm and cool seasons.**

## **Javier Gutiérrez - Spain**

Agronomy Consultant at acttua Golf Services, specialised in the technical study of design, construction work, technical and topographical supervision for Golf Courses.

**acttua** 

[www.acttua.com](http://www.acttua.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Mentality change for continental climates, warm and cool seasons.**

## **Pablo Muñoz - Spain**

Founder at Surtec Golf Agronomy. Turf Agronomist and Certified Irrigation Designer & Auditor. Specialized in agronomy consultancy and in the engineering of design, construction and maintenance for golf courses.



[www.surtec.es](http://www.surtec.es)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Direct seeding in sportive fields, plugs, sprigs, no till and sod.**

## **Jimena Blanco - Spain**

Agriculture Technical Engineer at Novogreen, breeding 24 turf varieties in Spain, installing sports and ornamental turf in Spain, France, Portugal and punctual projects in Europe and Africa.



[www.novogreen.net](http://www.novogreen.net)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Direct seeding in sportive fields, plugs, sprigs, no till and sod.

## Massimiliano Del Viva - Italy

Turf Agronomist at Hi-Turf Solution, firm which works closely with the University of Pisa and Oklahoma State University, to stimulate the search for new techniques and new varieties of turf.



[www.hiturfsolution.com](http://www.hiturfsolution.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Direct seeding in sportive fields, plugs, sprigs, no till and sod.**

## Íñigo Soto - Spain

Head Greenkeeper at Finca Cortesin, ranked in the top 5 golf courses in Spain by the Golf World Magazine, host of the Volvo World Match Play Championship in 2009, 2011 & 2012, first course introducing Bermuda Ultradwarf in Europe updating all 18 greens.



[www.fincacortesin.com](http://www.fincacortesin.com)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

History, strategy, future in sod production, business model for Novogreen.

## Rafael Castro - Spain

General Manager at Novogreen Natural Turf, breeding 24 turf varieties in Spain, installing sports and ornamental turf in Spain, France, Portugal and punctual projects in Europe and Africa.



[www.novogreen.net](http://www.novogreen.net)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

History, strategy, future in sod production, business model for Novogreen.

## Malaquías Rodríguez - Spain

Technical Sales Manager at Novogreen Natural Turf, breeding 24 turf varieties in Spain, installing sports and ornamental turf in Spain, France, Portugal and punctual projects in Europe and Africa.



[www.novogreen.net](http://www.novogreen.net)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Importance of turf varieties depending on its use.

## Joel Nunes - Portugal

Portuguese Greenkeepers Association President, Head Greenkeeper At Onyria Palmares, graduated in agronomics, specialized in Golf Courses Greenkeeping by the Algarve University.



ASSOCIAÇÃO PORTUGUESA DE  
**GREENKEEPERS**

[www.apgreenkeepers.pt](http://www.apgreenkeepers.pt)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Importance of turf varieties depending on its use.

## Simão da Cunha - Portugal

Executive Partner at Native Golf Services, specialised in Golf Courses, from the planning stage to operation. Its fields of activity include consultancy, management, maintenance and design.



GOLF SERVICES

[www.native.golf](http://www.native.golf)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Practical examples of golf courses in Spain seeking sustainability, natural and cost saving maintenance.

## Francisco Carvajal - Spain

Spanish Greenkeepers Association President, Head Greenkeeper at Antequera Golf.



[www.aegreenkeepers.com](http://www.aegreenkeepers.com)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Practical examples of golf courses in Spain seeking sustainability, natural and cost saving maintenance.

## David Gómez - Spain

Real Federación Española de Golf. Director of 'Green Section', performing tasks of advice on public and private courses and construction of public courses.



[www.rfegolf.es](http://www.rfegolf.es)





# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

Company strategy for turfgrass producers and distributors.

## Arnaud Dugast - Francia

CEO at Covergarden, offering turf solutions to customers, focused on integration of all services and products related with turf.



[www.covergarden.fr](http://www.covergarden.fr)







# October 24<sup>th</sup> & 25<sup>th</sup>: Seminar speakers

**Company strategy for turfgrass producers and distributors.**

## David Cerdá - Spain

Author, speaker & professor on Management, and General Manager at Novogreen Natural Turf, breeding 24 turf varieties in Spain, installing sports and ornamental turf in Spain, France, Portugal and punctual projects in Europe and Africa.



[www.novogreen.net](http://www.novogreen.net)





# October 24<sup>th</sup> & 25<sup>th</sup> : Restauration

The buffet lunch, dinner and Gala Dinner will take place in the **Tróia's Hotel**. Several spaces are available for stand or sitting lunch and dinner.







# October 24<sup>th</sup> & 25<sup>th</sup> : Restauration

The dinners will be based on **typical Portuguese food**, including Tróia and Comporta's products.





# October 26<sup>th</sup> : Show Room

The turf demonstrations will take place one of the 5 **centre pivots** at Novogreen's nursery.







# October 26<sup>th</sup> : catering

The lunch catering will last **from 12:00 to 15:00**, in order to attend all kind of consumer.

Hot and cold food will be available.





# October 26<sup>th</sup> : catering

There will be different food experiences, based on **Mediterranean and world food**.

The main food point will be in and around the main tent, featuring several **food stands**. The all catering will be **inspired** adapted to suit every taste.







# October 26<sup>th</sup> : catering





# October 26<sup>th</sup>

In addition to the catering service the **600 square meter tent** will be a place for **networking, meetings** between attendees and suppliers, and in general a **place to have a break and chill out.**

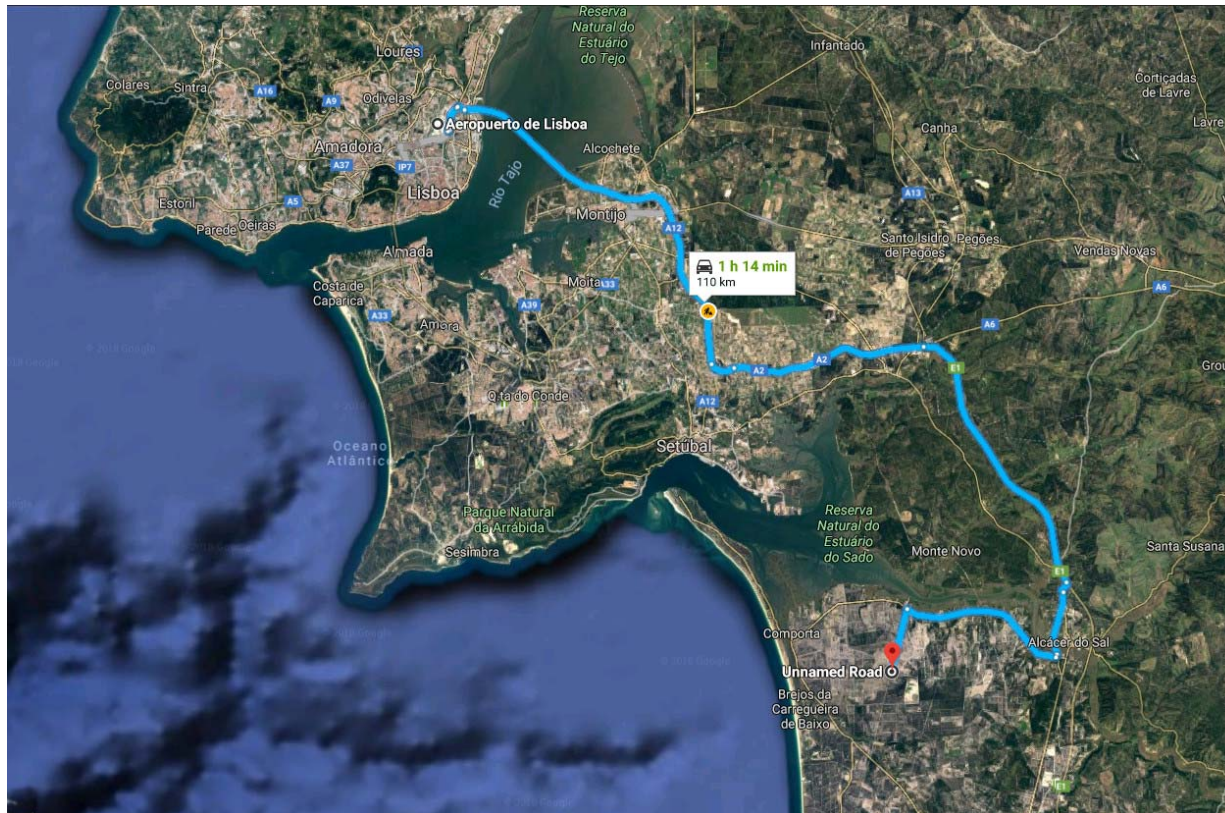






# October 26<sup>th</sup>

The event is expected to finish at 16:30. Lisbon airport is 1h15 from the nursery by car.



# Information and registration:

[www.turfgrassproducers.eu/2018turfshow/](http://www.turfgrassproducers.eu/2018turfshow/)



[www.turfgrassproducers.eu](http://www.turfgrassproducers.eu)



[www.novogreen.net/en](http://www.novogreen.net/en)

