

Annual Company Visit 2025

Organized by the Career Committee, PE&RC PhD Council

Priva and Greengrounds (Priva Group)

Zijlweg 3, 2678 LC De Lier, The Netherlands

Priva and Greengrounds are both member companies of the Priva Group, working together to advance sustainable solutions for climate and process control across agriculture and the built environment. Priva brings over 65 years of experience in greenhouse climate control, building management systems and indoor farming technologies. Greengrounds focuses on integrated food production systems at the city and multi-farm scale, supporting innovators, entrepreneurs, and governments in building future-proof, resource-efficient food ecosystems. Together, they combine proven expertise with forward-thinking innovation to help reshape the future of sustainable production.

The company visit aims to provide participants with a comprehensive understanding of the Priva Group and its operations. Attendees will gain insights into the company's mission, business domains, and activities through a presentation delivered by experienced members from Priva and Greengrounds. The visit will also offer an opportunity to explore key technologies in energy management, climate control, irrigation, and labor management during an on-site tour of Priva's technology showcase area, the Growth Labs. Additionally, participants will learn how PhD expertise translates into real-world innovation through a presentation and interactive Q&A session with team members from Priva and Greengrounds, covering career transitions, industry expectations, and the value of academic training in technology-driven companies.

Structure of the visit: (12:30 to 15:00)

12:30 – 12:45 | Welcome & Coffee

12:45 – 14:00 | Technology Showcase

Guided visit to the Growth Labs display area, where selected hardware and software systems are introduced and explained. Focus areas include:

- Priva Aquifer Thermal Energy Storage (ATES) management system and Priva ECO application
- Priva building automation computers
- Priva greenhouse climate computer, water management and labor management systems
- An indoor farming system

14:00 – 14:30 | Presentation: Introduction of Priva Group and From Research to Real-world Impact

A short presentation by Priva and Greengrounds team members on how PhD-level expertise supports innovation in commercial applications. Topics include career development, applied research, and company culture.

14:30 – 15:15 | Open Discussion & Q&A

Interactive conversation with the presenters. Suggested topics:

- How do PhDs add value to industry?
- What skills are most transferable from academia to business?
- What does working in a cross-disciplinary tech company look like?

15:15 – 15:30 | Wrap-up & Informal Networking

Summary of the key takeaways and space for informal chats before departure.