

# MEINY PRINS Fresh

## Contributing to a better world

Last year, Meiny Prins (1962) was awarded the Prix Veuve Clicquot 2009 for Dutch businesswoman of the year. Prins is CEO of Priva BV, a Dutch company that specialises in hardware, software and services for climate and process control. In 2003 she became the second generation of the Prins family to join the Priva Group, succeeding her father as general manager in 2007. Since she has been at the helm of Priva, the company has established a basis for charting a new course from a product-oriented to market-driven organisation. Priva is a family-owned company that attaches the utmost importance to respect for people and the environment. Prins: 'Just making a big profit at the end of the year is not what matters to me, it doesn't make me happy. I want to contribute to a better world.'

### What exactly is Priva?

'Priva is an established leader in climate control in the horticultural and building intelligence sectors, with offices in Holland, Belgium, Canada, China, Germany, Sweden, the United Kingdom and Mexico. We have expertise in hardware, software and services for climate and process control in greenhouses and public and commercial buildings. We provide integrated systems for energy and water use. This process integration is part of what makes Priva unique; by optimising and integrating multiple processes, we help our clients to achieve better results.'

### Where do horticulture and building intelligence converge?

'Priva used to be two different companies, one in the building sector and one in the horticultural sector. We merged these two companies in a new Priva that focuses on the living and working environment, and on food creation and processing. Real

innovations emerge where existing structures and frameworks intersect; that's how you arrive at innovative and sustainable solutions. The merger facilitated an exchange between the different fields of expertise.'

### So both branches enhance each other?

'In glasshouse horticulture, we've come a long way in sustainable innovations; the system of climate, water and energy is completely integrated. There is a strong need for similar innovation in the built environment as well; it needs to be integrated right from the start. As early as the 1990s, we were already working on heat exchange systems and air treatment in the building sector. We are currently implementing these systems in horticulture, leading to very neat innovations.'

### How did the change from a product-oriented to a market-driven organisation come about?

'It was a complete switch, a paradigm shift, thinking how we