

Breda Business Update

Newsletter for international
business accounts
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1 van 3

 Gemeente Breda

 **BrIMBreda**
partner in business

Fyra

**From Schiphol to Breda in 53 minutes?
Schiphol – Rotterdam in 26 minutes?**

The Fyra high-speed train service from NS Hispeed enables you to travel toward and from Amsterdam, Schiphol Airport, Rotterdam and Breda. This comfortable train runs on the high-speed track and is therefore, by far, the fastest connection.

Fyra: a different way of traveling

From Amsterdam to Rotterdam in less than 45 minutes? This is reality thanks to NS Hispeed's Fyra service. Fyra runs twice an hour, seven days a week between Amsterdam and Breda via Schiphol Airport and the city of Rotterdam.

Fyra's services/comfort

Fyra has two comfort classes, first class and second class, which offer comfortable seats and silent zones. When you are travelling first class, you can use the on board electrical outlets and the NS Hispeed Lounges for free. The NS Hispeed Lounges are situated on the four stations Fyra stops on, where you can relax and enjoy yourself with free drinks at the self-service bar.

To make your trip even more comfortable, Fyra always offers a catering service on both classes. There is a trolley service offering you a selection of hot, cold and alcoholic beverages, sandwiches, sweets and biscuits. The coffee and tea served on board is provided by Starbucks® Coffee.

Fyra in the future

The next developments will soon be realized:

- Fyra will run to Brussels once an hour
- Speed upgrade to 250 km/h
- Five times an hour a high-speed train will run between Amsterdam and Rotterdam in 36 minutes
- Schiphol – Breda in 41 minutes

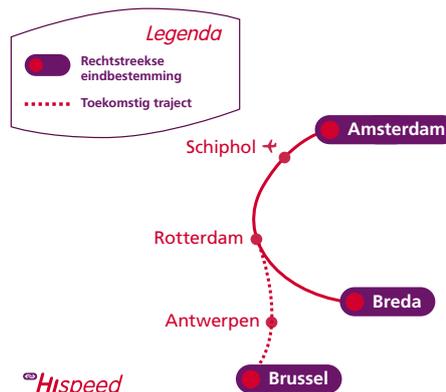
Supplements

Wouldn't it be easy if you are already having your Fyra supplement with you instead of buying a ticket at the vending machine?

Without having to risk the chance of missing a train or waste useful time standing in line? We can make it easier for you! Get your Fyra supplements in large numbers and see



how you can save time, energy and money. Send the supplement ticket to your business partners, so that when they arrive at the airport, they can board the train without any delay. Your meeting can start within an hour! Also possible in the NS Hispeed Lounge.



Traveling frequently means double advantage

If you travel twice a week or more between above mentioned cities or beyond, Fyra Altijd Toeslagvrij can be the most advantageous way to travel. Fyra Altijd Toeslagvrij is an annual subscription and can be used unlimited on Fyra.

- You receive Fyra Altijd Toeslagvrij for each month in one order (pay per year)
- No individual declarations
- Fyra Altijd Toeslagvrij can be reimbursed untaxed and can be reported as expenses for the full 100%
- Fyra Altijd Toeslagvrij is an addition to the NS annual subscription.

For further information about the possibilities for your company regarding any subscription, supplements for Fyra or using the NS Hispeed Lounge for your meetings, visit www.nshispeed.nl/en/fyra-for-your-employees or contact Mr Ramy Khaled of NS Hispeed at T. (+31)6 83 63 49 60 or by e-mail at ramy.khaled@nshispeed.nl.

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Breda fifth strongest economy of the Netherlands

The Toplocations 2011 survey by Elsevier magazine and Louter Bureau shows the City of Breda to be the fifth strongest economy of the Netherlands. The ranking has a total of three cities in Brabant in the top five.



What we know now is that Den Bosch, Zwolle and Houten are the municipalities with the strongest economies. Eindhoven comes up fourth and Breda fifth. Losing party is the Randstad, the winners are Noord-Brabant and the East of the country.

According to Elsevier's website "It is the twelfth edition of the Top locations survey. Delft-based Louter Bureau, specialist in space economic research and advice, has collected a large amount of data."

The economic achievements of municipalities have been assessed with the help of 40 indicators which include: the number and increase of the number of jobs, the contribution to the national economy, the diversity of economic activity, the level of education of the professional population, the supply of business sites, land emission and degree of occupation of office space.

A well pleased international company is Breda's best ambassador. This certainly applies for "Capital at Work".

Capital at Work is an international wealth management company with offices in The Netherlands, Belgium, Switzerland and Luxembourg. They are part of the quoted Foyer Group currently managing approximately 4 billion Euros for its clients.

The Netherlands office was transferred from The Hague to Breda in December 2008. "In spite of the fine growth that has been realised from The Hague we were still looking for a more strategic and central location. Because of our international character the cross fertilisation with the Belgium offices among others is such that a short physical distance and rapid accessibility are highly desirable", according to Mr Klaas Staal of Capital at Work.

"At the same time, also in the field of financial services, Breda is clearly a growth area emanating a fine business character.

The main criteria in our search for a suitable location included a building's accessibility, recognisability, character and possibilities for extension. Capital at Work found all of this in the "De Bijster" building.

"It is now three years since we arrived in Breda. We have been struck by the fact that, apart from its business character, Breda also offers a social and exuberant lifestyle. Paying an active contribution to social and business initiatives ensures a rapid and easy integration.

Our strategic decision to move to Breda has also had a very positive effect on our targets of growth. It has become very clear to us that Breda takes initiatives conducive to an attractive business climate.

In that respect we are facing a bright future despite the present dire straits of the economy. We are convinced we will be able to maintain the speed at which our company develops.

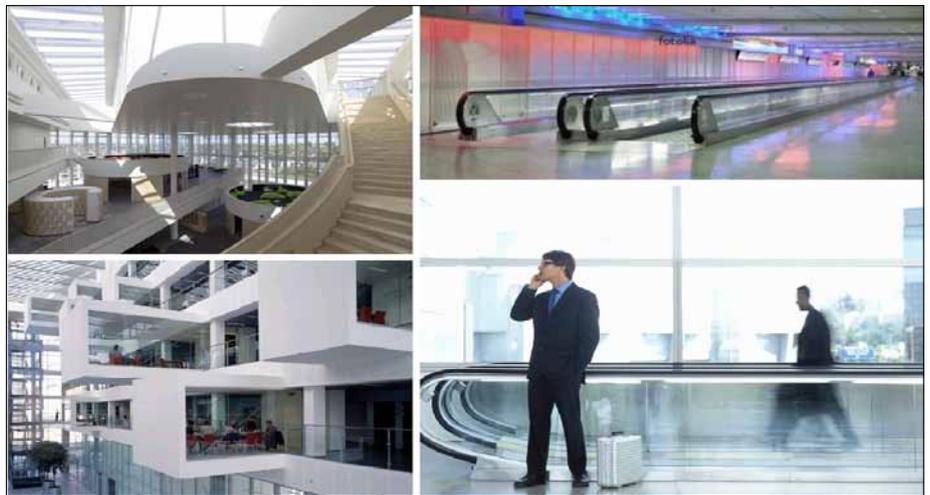
capital at work
Wealth Management  Foyer Group

First candidates Breda WTC business club announce themselves

The first step towards setting up a WTC business club in Breda has been made. Recently twenty-odd interested people collected at the Chamber of Commerce.

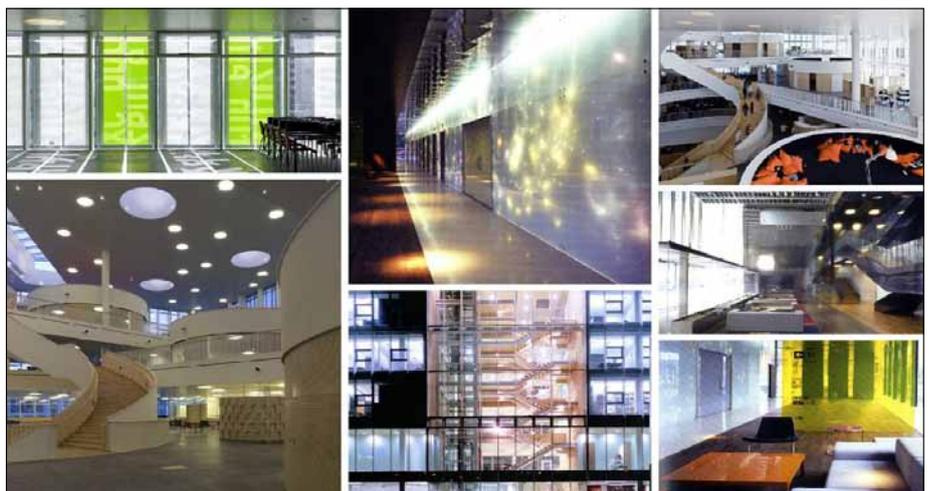
The meeting was especially intended to gauge what Breda, the region and the World Trade Centre might mean for each other. That is why there is a search for candidates who will lay the foundation for a WTC arrival in Breda. Breda's new developing railway zone is the starting point of an ambition to become a meeting place described as the "throbbing heart of business in the Benelux". A WTC fits this picture perfectly. The WTC concept clearly offers additional value and is emphatically more than just another building.

That is why WTC chief executive Mr Rolf Draak made his way to Breda. It is not about the building. The WTC is a label. A formula that stands for top-notch enterprises. The WTC organisation offers a licence for the region only once, which is why location and its immediate surroundings have to meet a number of demands. With the realisation of Via



Breda including the new railway station and the top level of development of the railway zone the City demands, Breda is the most suitable candidate for the South-West region of the Netherlands.

The meeting was attended by not only Mr Draak of the WTC but also by representatives of the City, BRIM, Breda International School, Professional University for Tourism and Leisure (NHTV), Avans Professional University for Applied Sciences, the Chamber of Commerce, Rewin, BOM and several companies. ViaBreda is especially on the look-out for companies operating internationally, but the most important thing about getting the WTC off the ground is for the plan to have wide support.



European Distribution Center for Biomet to Breda

Biomet, part of the Biomet Global Supply Chain Center, will relocate its European Distribution Centre from Dordrecht to Hazeldonk (Breda). Biomet choose Hazeldonk because of the central location in relation to its European headquarter and the logistic distribution centres of the European conveyors. The early availability of the warehouse as well as the accessibility along the A16 played an important role in the search.



Biomet market leading in the orthopedical market

Biomet designs, manufactures and markets orthopedical products and is headquartered in Warsaw, Indiana (US). The Head Office for Europe, Middle East and Africa (EMEA) is located in Dordrecht. Danny de Roeck, Vice President European Operations & GSCC: "We are very satisfied with our new location, where we have access to the necessary facilities to expand our logistic activities to support our growth in the EMEA market".

The Mayor Peter van der Velden and Alderman of Economics Affairs, Cees Meeuwis of the City of Breda are very pleased to welcome Biomet in Breda. "As soon as we were informed that Biomet wanted to locate in Breda, we did all we could to facilitate the actual business accommodation as soon as possible. To welcome a US medical concern of this size in these economic times, is in terms of employment a unique opportunity which we could realize by the dynamic approach of NV BrIM".



Next meeting AmCham Brabant Chapter in Breda

On 9-11-2011 the next network event of the AmCham Brabant Chapter will take place at Dinalog in Breda.

The AmCham Brabant Chapter is aimed at the US related business network in the Brabant region and brings US companies, government and knowledge together. Besides Dinalog also global companies ASML and Mars will give presentations on supply chain innovation. After the presentations there will be plenty time to network.



 Outdoor Brabant Breda 2011, business meeting for international companies

September 2nd, 2011



Baan Bonus Breda

A lot of workers have no job at the moment en that is a pity, because it is very important that everyone has an active role on the labour market.

Baan Bonus Breda

Baan Bonus Breda is an inviting arrangement invented by gemeente Breda to stimulate employers to give persons who are looking for a job a contract. When you as a employer offer someone a contract for a year, you get € 10.000,00 euro. A lot of big and small companies gave the example; Baan Bonus Breda started this year and until now 200 unemployments signed a contract and were no longer getting welfare. Every employer who has vacancy, can check the website www.baanbonusbreda.nl to read more about this simple and effective way of getting good personnel and you make no costs for mediation. Gemeente Breda takes care of getting the best man or woman for the job. For more information you can call the Baan Bonus team on telephonenumber (076) 529 80 70.

 Breda Best Innercity.



 First school day of International School Breda; 50 children from 13 different countries.

