

# Breda Business Update

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1 van 6



**BrIM**Breda  
partner in business



Gemeente Breda

## Official Opening of the International School Breda



Opening ceremony – Foto: Jorgen Janssen

**On the 14th of October, the International School Breda celebrated its official opening with an afternoon of speeches and entertainment followed by a festive drink.**

Children, parents, representatives of business companies, political parties and educational partners were welcomed in the auditorium of the neighbouring Mencia de Mendoza Lyceum to listen to speeches by Mrs Saskia Boelema, Breda Alderman, Mr Bert Pauli, representative of the Province, and Mr Ger Rombouts, Head of School,.

A short walk took the whole company to the opening ceremony which was held in front of the new school building. The youngest children

performed "head, shoulders, knee and toe" followed by the balloon dance accompanying the release of a flurry of blue balloons. Colourful hands were placed on a giant world map, to symbolize the 16 nationalities of the first 52 students of the school.

The first group of children and students attending the ISB are aged between 10 weeks and 16 years! It's unique for the Netherlands to have Day Care, Primary School, Secondary School and Out of School Care, all under one roof. The school is open Monday to Friday from 7 am to 7 pm.



INTERNATIONAL SCHOOL | BREDA



School building



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**Breda wishes you  
and your loved  
ones Merry  
Christmas and a  
prosperous 2012!**

### Breda: Schemes and subsidies for entrepreneurs

**Breda has updated the brochure about schemes and subsidies for entrepreneurs.**

The brochure describes interesting financial arrangements of the city of Breda. You can find this brochure via [www.breda.nl/ondernemen/wet-regelgeving/antwoord-voor-bedrijven](http://www.breda.nl/ondernemen/wet-regelgeving/antwoord-voor-bedrijven). The brochure is written in Dutch.

### Breda on "Bedrijf in Beeld" (Companies on Show) RTL7

**Breda will be one of the highlights of the RTL7 programme "Bedrijf in Beeld".**



Watch this programme on 4 March 2012 at 12.50 pm on RTL7.

## AVhouse – Centre for the audiovisual industry in Brabant



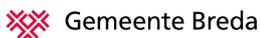
According to surveys, Breda has the highest number of creative AudioVisual enterprises in Brabant. Educational institutes such as St Joost Art Academy and Breda University of Applied Sciences provide new talent each year. The arrival of the AVhouse strengthens Breda's central role in the AV industry. Spring 2012 the AVhouse will open its doors on the Triple O Campus, hotspot for creative industry and technology in Breda.

The AVhouse offers accommodation to creative AV professionals dealing with image, sound, animation, games and multimedia.

The AVhouse offers space to more than 30 companies each representing a link in the whole of the AV chain. Meanwhile, more than 60% of available space has already been let in advance. Future "occupants" of the AVhouse include Brabant10, Moved-media, Octonet and Stoobb. Starting next spring, the campus, together with the Gaming Academy of Breda University of Applied Sciences and the Dutch Studio 100 sales office, will accommodate more than 500 AV professionals and students. There are even more if other creative companies in the Blushuis are included.

Especially for its "occupants", the AVhouse offers a fully equipped recording studio, a sound studio and editing studio in its central, homely part of the building. The conference room, canteen, lounge, film studio and covered roof terrace are to be found here as well. These common areas enable the "occupants" to have informal meetings. Around the central house are the industrial office lofts. The AV house is an innovative and sustainable building awarded a special green status by the authorities.

For more information about the AVhouse please go to [www.avhuis.nl](http://www.avhuis.nl)



Provincie Noord-Brabant



## Scania to build new head office in Breda

Scania truck and bus manufacturer is to move its Benelux head office from Euretco office building near NAC stadium to new premises of its own at the Spinveld on the BN DeStem site. Scania will also extend its activities, which means another 75 new jobs. Alderman Mr Cees Meeuwis is pleased to see the company staying in Breda.

The new company building of 3,000 m<sup>2</sup> will accommodate several Scania company divisions. Apart from a large show room, a restaurant and offices, there will be a storeroom for Scania Warranty (parts coordination) and Scania Services (quality management). Furthermore, Scania Finance / Insurance Netherlands and several other supporting

activities will be moved to the new building at the Spinveld. BN DeStem offices will stay where they are, but the old printing office will be pulled down..

Demolition of the printing office and Scania building activities can start simultaneously in February. Completion has been planned for 1st December 2012. Scania has opted for an open campus-like atmosphere with an energy-saving building.

Alderman Mr Cees Meeuwis voices his satisfaction at Scania's choice for a new site in Breda. "I sincerely applaud the company's extension of activities and employment in our city." The Benelux head office of the truck giant has been located in Breda since 2008.



Artist impression new building Scania

## China

For years, Breda has been active in maintaining its twin city relationship with the Chinese city of Yangzhou in the province of Jiangsu. For example, during the past few years BrIM has organised an annual trade mission to China, allowing companies and educational institutes to scan the market for opportunities offered by this rapidly expanding economy. BrIM's activities also included hosting matchmaking events during which there were appointments and company visits with Chinese partners.

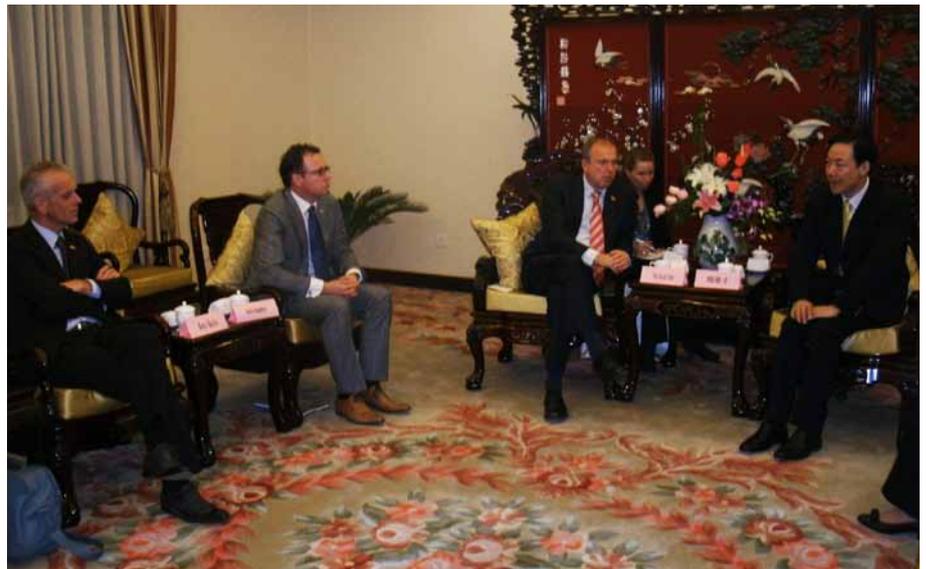
This year we have chosen to travel to China with a small local government delegation to further intensify and extend existing contacts. In China the governmental role is of major importance. It opens doors to business that would otherwise remain closed. This year, too, we had first-hand experience with this. At the same time a number of government officials has changed places. We have been introduced to these new people. Again, it is amazing to see what growth China is currently going through. Despite the present economic climate, annual growth rates of 8 to 10% are still feasible. Certain branches even grow by as much as 20 to 25 %. We have seen the evidence. Four years ago we were told during a trip down the river there would be a large container terminal on its banks.

This year this terminal is in full operation and extension is being discussed. Another example to illustrate the incredible figures China is dealing with when compared to our situation: the city of Nanjing's population increases by 190,000 each year and will number a total of 10 million by the year 2020. This means it adds the size of the city of Breda each year! The province of Jiangsu has built 7 new airports in 5 years' time. China can no longer be ignored, so much is clear.

The province of Brabant will organise a trade mission to China from 14th to 21st April 2012. Breda will join the mission as one of the larger



Shanghai skyline



cities of Brabant. This mission will focus on the themes of logistics, sustainable energy, life science (including pharma, health and food technologies) and innovation. For further information please go to [www.brabant.nl/china](http://www.brabant.nl/china) or contact Mr Boudie Hoogedeure of BrIM at (076) 529 37 65 and/or at [b.hoogedeure@breda.nl](mailto:b.hoogedeure@breda.nl). Another important message we have taken home is the booming Chinese domestic market. It offers a huge selling market, which is not only interesting for existing Chinese companies, but certainly also for exporting parties in our region!

If you would like to know more about possibilities and opportunities in China, we would like to draw your attention to 2 upcoming events. On Tuesday 24th January 2012 Roosendaal will host the Chinese New Year celebration. Apart from cultural exchange, the event offers a number of practical workshops and an info market. Applications can be made soon.

You're invitation to the  
Chinese New Year Celebration 1012

**Chinese New Year Celebration  
2012**

As a continuation of a longstanding tradition, also in 2012 Brabant will celebrate the Chinese New Year, starting the year of the dragon.

This years celebration will take place in Roosendaal on Tuesday the 24th of January 2012. Activities start at 15.00 hours, ranging from workshops to the enjoyment of a performance of the Yancheng Song & Dance Theatre.

More information about this event will follow in December, after which you can register. Save the date and hopefully we can celebrate the Chinese New Year together in Roosendaal.

Queen's Commissioner in Brabant  
Wim van de Donk

Mayor of Roosendaal  
Jacques Niederer

## Dinalog hosts AmCham Brabant Chapter meeting

**BOM | 11-11-2011**

**If you want to get together and discuss high-quality logistics and supply chain management, what better location than Dinalog in Breda? After all, everything at this top Dutch logistical institute revolves around only the most advanced innovations and forms of collaboration, which are vital when it comes to successful logistical operations. That's also why the AmCham Brabant Chapter met at Dinalog on November 9, with around 100 people.**

*Mr. Chris Buijink*

The meeting at Dinalog was the fourth convention of the Brabant chapter of the American Chamber of Commerce in the Netherlands, which was established in 2009 at the initiative of the Brabant Development Agency (BOM). Its launch was in part inspired by the desire of US companies based in Brabant to have AmCham meetings in their own region. With some 300 US companies in Brabant, the American presence makes up over 25% of all foreign business activity in the province. If we look at the actual number of jobs created, this share increases to nearly 40%.

The Dinalog meeting focused on the role that the Netherlands can play at a time when ever higher demands are being placed on

*AmCham Brabant Chapter Meeting*

high-quality logistics and supply chain management. The extent to which the intended managerial role can be taken on will also determine the competitive power of an economic region and of the companies located in it.

Those who attended learned how important supply chain innovations are to the success of a company's operations from Brabant-based multinationals Mars and ASML. Both companies provided useful information on how they developed and implemented these innovations for their European and global logistics operations.

The attendees were also able to meet Mr. Chris Buijink, Secretary General of the Ministry of Economic Affairs, Agriculture and Innovation (EL&I). Mr. Buijink stressed the importance of foreign companies for the Brabant and Dutch economy. The moderator of the meeting was Mr. Guust Verpaalen, Supervisory Board Member Philip Morris and new Chairman of the AmCham Brabant Chapter Committee who succeeded Amandus Lundquist earlier this year.

Meanwhile the AmCham Brabant Chapter's program for 2012 has also been sketched out. "In addition to the two major meetings that

*Networking*

members now expect, we will be hosting a number of round-table meetings," explains Bodo de Wit, who, as Foreign Investments Senior Project Manager at BOM, is closely involved with the Brabant organization. "The initiative for these sessions, through which we will be able to focus on fiscal, HR and other topics, comes from the American companies themselves. This once again demonstrates how involved these companies feel when it comes to having their own network in Brabant."

**For more information please contact Bodo de Wit,  
BOM Foreign Investments,  
+31 (0) 6 15249 859 / [bdewit@bom.nl](mailto:bdewit@bom.nl).**

# PostNL to build parcel sorting and distribution centre in Breda



*Building in progress*

An approximately 17,000m<sup>2</sup> site on the Backer en Ruebweg at Emer-Noord business park in Breda is to be the location for PostNL's large-scale parcel sorting and distribution centre. PostNL has selected Breda for its strategic location, accessibility and labour market. The arrival of the centre will mean 200 to 250 new jobs. PostNL's logistic centre will be operational in 2012.

Mr Cees Meeuwis, alderman for Economic Affairs: "I am delighted about PostNL's decision to come to Breda. Apart from the role played by our unique selling points, the city's active cooperation masterminded by NV BRIM has greatly contributed to this choice. The active cooperation of city and council has played a key role in speeding up the process of the necessary procedures so that PostNL's plans could get under way."

## Interesting asset for Breda

"For Breda it is favourable to have a parcel sorting and distribution centre. For an interesting asset and employer like PostNL we will obviously do our utmost to be able to facilitate an organisation like that within our city limits", according to Mr Cees Meeuwis. "We are glad we pulled it off. This new parcel sorting and distribution centre offers a lot of prospects of employment and again testifies to Breda's attractiveness as a strategic location for logistics. This logistic company can also be seen as the first to establish here thanks to our revitalisation and redevelopment programme of business sites in this area. PostNL's arrival is a case in point: a derelict site is prepared for new investment to create room for "successful and innovative enterprise""

# Excellent Institutes of Education\*



Avans

The latest edition of the Course Guide for full-time Further Education again shows Breda courses holding top positions. Breda is proud of these special achievements and wants to share the good news with as many parties as possible. For, Breda's quality of education means that it is ahead of competition when it comes to business climate, new student recruitment and commitment on the part of inhabitants, companies and visitors.

Although it is nice to have rankings, it is obviously good education that is the main impulse for excellence. Quality that has been there for a long time and has an ongoing development. No flash in the pan, but institutes that have been contributing to Breda's quality in their own distinctive manner for decades. That, too, is something to be proud of.

## National City of Education 2012

The fact that the minister of Education has invited Breda to be the first Dutch National City of Education means a recognition of the efforts of our "excellent" institutes of education. This recognition pertains to the full range of education: from primary to secondary, from Regional Training Centre West-Brabant with a huge range of middle vocational courses to the qualities of Avans Professional University, of the Professional University of Applied Sciences, the Dutch Defence Academy and the good relations the various

institutes maintain with the universities, especially the ones in Noord-Brabant.

## Individual successes

The Course Guide for full-time Higher Vocational Education 2012 again nominates Avans Professional University the best large professional university in the Netherlands. Each year the Centre Higher Education Information draws up a survey of the quality of higher education and lists the results in the Course Guide used by secondary school students preparing for higher education. The ranking is based on the national ResearchNed database of course choices, statistics about study success of the Council for Higher Vocational Education, acknowledgement data and student judgements from the National Students' Poll (NSE).

The new Course Guide qualifies Avans Professional University as "large and solid". The professional university with a total number of more than 25,000 students is evidence that large-scale education is no impediment to achieving top quality. In Breda the following Avans courses are among the top of the national league: Communication & Multimedia Design, Integral Safety & Security and International Business & Management Studies. Nationally, Breda holds second places for Environment Studies, Autonomous Expressive Art, Accountancy, Marketing, Physiotherapy and Chemistry. Cultural Social Education, Technical Computer Science, Chemical Technology finish third.

Mr Paul Rüpp, chairman of the Board of Avans Professional University: "As a community we have made an excellent achievement. At the same time it remains challenging to improve ourselves again next year."

The same Course Guide for Higher Vocational Education shows an extremely high score for the Game course of the Professional University of Applied Sciences. Almost all the international bachelor courses that are offered by this institute are judged best in their own category. Especially the International course for Game Architecture and Design has an extremely high score of 9.4 and is called "excellent" by the survey. Also, the Professional University of Applied Sciences courses of Logistics and Mobility



NHTV

can call themselves "excellent" with an average of 8.0. Furthermore, the bachelor courses for urban development, logistics and mobility offered by the Professional University of Applied Sciences are judged best in their own category. According to the survey, the courses of Logistics and Economics as well as Logistics and Transport are running things smoothly with respect to career training, information provision and teaching skills such as problem solving and professional functioning. In short, with these courses the Professional University of Applied Sciences definitely lives up to Breda's increasing status of logistic "knowledge hub".

\*) Free from "Excellent Enterprises" by Tom Peeters and Robert Waterman Jr. Using eight key factors to success, they recognised quality and managed to stimulate enterprises and managers worldwide to excel.

**avans**  
hogeschool

