

Breda Business Update

Newsletter for international
business accounts
Printversion

Volume 14
06/2012

1 van 2



International Breda Meeting about Breda in 2030



How do international companies feel about Breda's future? What was the decisive factor to decide upon the location of the new site? What are expats' experiences with Breda and what do they think is necessary to enhance Breda's international position? On 29th May Mr Alfred Arbouw, vice-mayor and alderman for Urban Development, and Mr Cees Meeuwis, alderman for Economic Affairs, talked with expats and international companies in Breda's City Hall. The meeting was one of a series which is to lead to a reassessed Breda 2030 City Plan.

Thirteen themes are the first move of Mayor and Aldermen and the council committee to discuss the city's future. One of the themes is Breda



International. With the arrival of the High Speed Train, the City of Breda expects to put itself more prominently on the international map in the years lying ahead. As a result, there will be more companies that will manage to find Breda. During the meeting the City of Breda explored the consequences of the arrival of more international companies, expats and students for the city and what they feel is necessary to give Breda a stronger position in the future.

Prior to the meeting there was a guided tour of the historic city centre. Then came the start of the official programme with two separate meetings: a round-table conference with representatives of international companies and, running parallel, an open brainstorm session with expats about Breda's living environment and any points of improvement.

The meeting was organized by the City together with BrIM Breda, executive promotional organization of the City of Breda in charge of acquisition and accommodation of international companies. The programme was the result of a close cooperation with the networks of Breda Expats, International Women's Club Breda and Breda's International School.

p.t.o.

In this issue: Page 1 International Breda Meeting about Breda in 2030 • BrIM Event in the 'Spiegeltent', Breda • Expo Real 2012 Page 2 Collaboration with BOM • Brabant's China Mission succesfull

BrIM Event in the 'Spiegeltent', Breda Jazz Festival

Together with other partners, BrIM Breda organized a musical jazz evening for its international top accounts on 18th May. The event took place in a sparkling Tent of Mirrors in the Castle Square during the Breda Jazz Festival.



The event was meant to offer international companies an informal opportunity to exchange experiences with each other and Breda government officials. BrIM Breda's account management actively aims to reach this target group.

EXPO REAL 2012

As representative of the City of Breda, BrIM Breda will be one of the exhibitors at the Expo Real 2012. It is one of the largest business-to-business real estate fairs and will be held in Munich from 8 – 10 October. You will find us in the Holland Property Plaza pavilion.



For more information about Expo Real, please go to www.exporeal.net

International Breda Meeting about Breda in 2030; continue >

It was an inspiring afternoon during which numerous subjects were discussed. Topics were: labour market, accessibility, Fyra/Hispeed train, interaction with colleges, International School Breda, service for expats and foreign students, networking, 5* hotel, access to information, housing, work locations. And last but not least: Breda is an enjoyable green city with a good environment and the cafe's are very appreciated! This session will be continued in the autumn.



So far several meetings have been held to collect input for Breda's City Plan 2030. On 22nd April the F building held the Expert debate at the House for Visual Culture on behalf of the City. On 28th April representatives of business and organisations discussed their plans for the future. During pizza sessions Mayor Mr van der Velden en alderman Mr Bergkamp discussed the city's future with students.

A City Plan is a planning document which serves as a basis for many future decisions and plans of mayor and aldermen and city council. An up-to-date City Plan is mandatory for every municipality in the Netherlands. The present City Plan dates from 2007 and has become out of date owing to the credit crunch, among other things.

More information about Breda2030 is to be found at www.breda.nl/breda2030 or [Twitter@Breda2030](https://twitter.com/Breda2030). A random selection of the outcome of all the talks so far at <http://bit.ly/1bAAT>.

©2012 copyright BrIM Breda
Breda Business Update is an activity of NV BrIM Breda, part of municipality of Breda.
Postbus 2522, 4800 CM Breda
T + 31 (0)76 529 37 58
www.brimbreda.nl

Collaboration with

N.V. Brabantse Ontwikkelings Maatschappij

Exploratory talks are currently taking place between the Brabant Development Company (NV BOM) and the City of Breda's executive organisation (NV BrIM) to further intensify the mutual collaboration in the field of international acquisition.

Apart from delivering efficiency benefits, this is obviously also an excellent basis to organise significantly more battle strength in Breda in the fields of acquisition and promotion. Apart from offering physical support, it may also allow us to obtain further subsidies to considerably expand Breda's international acquisition capacity. A first concrete example of the collaboration programme was the investment seminar in Yangzhou in the



presence of Roosendaal's mayor, Mr Jacques Niederer. Details of the BOM – BrIM collaboration plans are soon to be announced and presented.

Brabant's China mission successful



Last month was the time of the annual China mission, which was headed this time by Queen's commissioner Mr Wim van de Donk. NV BrIM was again involved in the organisation to fill and carry out the programme for 30 delegates from the South-West region of the Netherlands.

The mission has resulted in business contracts and ways to explore further contacts. Also, there has been a further strengthening of ties with Yangzhou, Breda's twinning town. According to the Dutch consul-general Mr Peter Potman, the combination of entrepreneurs, local authorities and educational institutes together in one mission is to serve as a role model for other trade delegations.

Apart from successful and adventurous matchmaking programmes, the mission's absolute highlights were the opening of a Chinese site of Brabant's Eco-point in Yangzhou and the investment seminar, which NV BrIM had organized together with BOM and NFIA. Eco-point's first contact with Yangzhou was made during the 2009 trade mission and three years later has become a case in point of the kind of successes a mission may lead to while setting an example and serving as a source of inspiration for other entrepreneurs. During the investment seminar the strategic location of Breda and the South-West region of the Netherlands

was emphasized, the ViaBreda project, the presence of the International School and Dinalog being the important elements for a favourable international climate, which strongly contributes to Breda's profile as the perfect "gateway to Europe".

