

Breda Business Update

Newsletter for international business accounts

Colofon

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Abbott now really open

It was certainly a bit an indirect manifestation, when the mayor of Breda, Peter van der Velden said, "Almost with no exceptions companies who established their headquarters in Breda improved their results." The occasion: opening of the new logistic center of Abbott, an American giant in pharmaceutical products and healthcare in Breda. John Landgraf, the President of Abbott's Global Operations explained that Breda together with Spain and Italy constitute three central points for Abbott in Europe and that including the site in Zwolle, the company has over 800 employees in the Netherlands. Roland E. Arnall, the U.S. Ambassador was a prominent guest at the opening ceremony. With a large pair of scissors in one hand and a glass of champagne in the other, the bosses, mayor and ambassador opened the enormous medicine closet at the foot of the Hill of Bavel in Breda.



BN De Stem, 26 May 2006

At Abbott Transport 'Runs on Rolls' BN/deStem, 23 may 2006

A gigantic new box at the foot of the Hill of Bavel in Breda is a site of Abbott, the Western European logistic heart for this million-worth enterprise in healthcare, as they like to say. "No, we are not a real pharmaceutical company," said Luc Bosems, the site manager, "we act broadly in healthcare." Things really start to roll now and mid-summer the entire operation will be at full speed.

by Henk Schol

The one who wants to visit Abbott has to cross a bridge, a bridge over a small stream that in the past would have probably become a ditch, but is now being cherished. Breda has a thing with water, also little brooks. Perhaps that's the reason why the municipality donated a bridge to Abbott's premises,

and perhaps also due to 80 jobs from which all are almost taken.

Excitement

Bosems is very excited about the pleasant reception and support from the municipality for this daughter of the American healthcare giant. And no, he does not consider it a drama that it did not turn out to be in Opglabbeek in Belgian Limburg, in his home country. Luc Bosems, a Belgian and admirer of Brahms is managing Abbott in Breda. In the end of the process we had two options - Opglabbeek and Breda. Then you take several aspects into consideration, varying from location and land price to the availability of good employment and a good living climate. Of course, for our kind of business Breda is well located, between two world harbors and a very well-organized infrastructure. It will not take long and I will be able to travel to Madrid in just a couple of hours due to the high speed train connection that is currently under construction. And personally I consider it very pleasant to work in the Netherlands. Bosems wandered all around the world for - among others - Black and Decker. In Dubai he was working with people from India and Pakistan, "people that have to support their entire family working in packing goods". The philosophy of Abbott really appeals to him. As an experienced apostle of doctor Wallace Calvin Abbott, the company founder (1888) and current president Miles D. White, he says that of course we have to take expenses into consideration, but also: we want to serve the society. That is the most important goal. And it is expressed in all sorts of values that the management of the company promotes. You can also recognize that in the structure of the organization. Starting point is that many different cultures are employed by us.

Learning

When we are fully up and running Dutch people will be working here, but also people from Turkey, Morocco, Poland, Belgium, Indonesia. People from different cultures consider different things important.

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Gemeente Breda

That is a good thing as this way we can teach each other. Also in work. We do everything as a team, that is our credo. This means that the manager also has lunch in the cafeteria and "in principle also joins the yoga lessons that take place twice a week". Eventually, what is essential is that a tray with liquid nutritionals or a package with a state-of-the-art device helping to unclog veins arrives to the right location as fast as possible and in a good condition. That means that it has to be in stock in Breda. We have to be able to find it, pick it and send it.

In the warehouse everything is transported on rails and rolls, almost fully automated. Bosems is escorting the guests to a hall with 30-meter-high racks. They were put in place first, afterwards the shell was put around them. Between the racks there are robot lifts to lift a maximum of 27 thousand pallets from their locations. A seemingly simple barcode system ensures that the computer knows where

everything is or is supposed to be, so it can be allocated if ordered.

In the dark

At the moment there is still light in the enormous highbay, but soon this will not be necessary anymore. The robots will operate in the dark. Also small orders will be prepared for shipment because customers are sometimes wholesalers, but also hospitals, pharmacies and general practitioners. For the smallest orders first a box will be prepared that has exactly the right size. After that many fast hands will fill this box from an automatically replenished system. The entire system "knows and sees everything" explains Bosems. Not only what size of a box is required for a certain order, but it also checks the expiry date of the ordered products and it tells the forklift driver where to take the pallets. Abbott can take care of its own energy supply as well. Within a couple of seconds a power cut can

be backed up by own generators.

Certainty of delivery is a very important issue. "We are going to distribute the entire range of Abbott products, and not only in Europe. We will also ship goods to South America, when it concerns goods which are not produced there. In most cases for every different country products are packed according to the applicable regulations. For us this location, being right in the middle of the ports of Antwerp and Rotterdam where we ship a lot of goods, is excellent. After all, this signifies that we have options."

Abbott Officially Opens Tomorrow

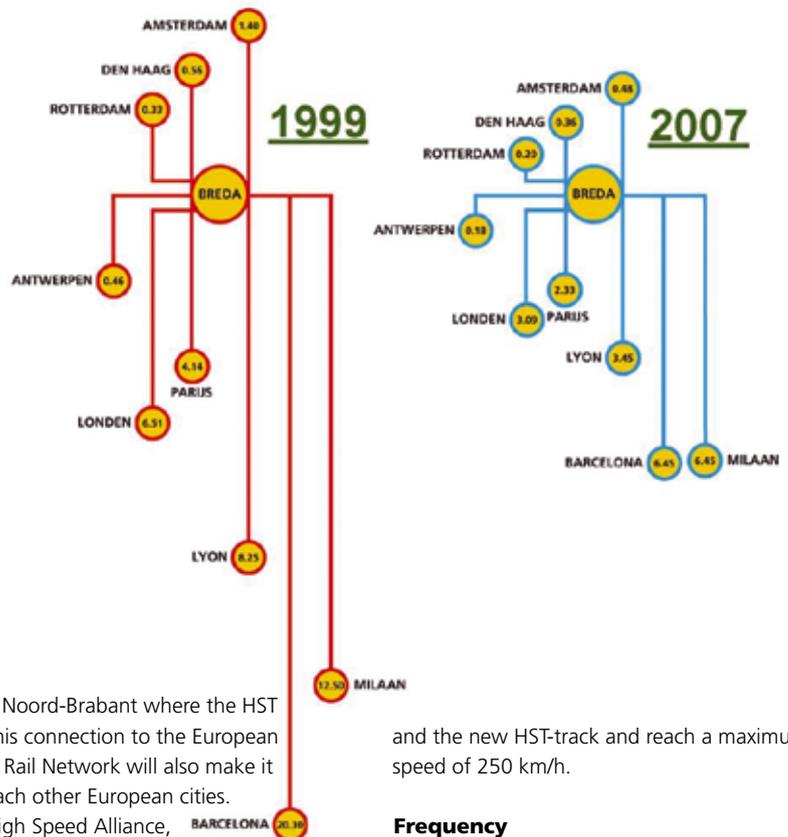
The official opening of a new Abbott establishment in Breda will take place tomorrow. The opening will be performed by the Mayor of Breda Peter van der Velden, Ronald Arnall - the U.S. ambassador in our country as well as John Landgraf, the highest boss of Abbott's activities worldwide.

Via Breda

The Via Breda project is the embodiment of Breda's ambition. In the coming 20 years, a 160-hectare, new urban district will be realised. In the last few weeks quite a few steps have been taken to bring the realisation of Via Breda closer. The urban plan for the southern section of the development at the Drie Hoefijzers-location was filed for inspection and on 31 May Minister Dekker (VROM = Netherlands Ministry of Housing, Spatial Planning and the Environment) and Minister Peijs (Verkeer en Waterstaat = Ministry of Transport, Public Works and Water Management) gave the green light for the construction of the third railway platform. By accelerating the construction of the third railway platform, Breda will be ready to welcome the HSL shuttle in 2007.

The Netherlands Ministry of Housing, Spatial Planning and the Environment will contribute some 25 million euros to improve the urban quality in the Stationskwartier [Breda's railway station district] and the railway station. The Ministry of Transport, Public Works and Water Management will contribute some 40 million euros. The province of Noord-Brabant is also making a substantial contribution of 20 million euros. Among other things, the province's investment is intended for the realisation of the new bus station and the infrastructure in the area. The other partners are NS [Dutch Railways] and ProRail. They also invest in the 'gebouw voor de stad' [building for the city] designed by architect Koen van Velsen and the Stationskwartier.

The new OV-Terminalcomplex [public transport terminal complex] will be the focal point in the Stationskwartier. Breda is the only town in the



province of Noord-Brabant where the HST will stop. This connection to the European High-speed Rail Network will also make it easier to reach other European cities.

The HSA (High Speed Alliance, the organisation that operates the trains) assumes in its plans that the first train will run in 2007.

Facts and figures of the public transport terminal HST-shuttle

Breda will be connected to the network of high-speed railways by means of shuttles. These trains have the same allure and comfort as the Thalys high-speed trains, make use of both existing tracks

and the new HST-track and reach a maximum speed of 250 km/h.

Frequency

International shuttle connection on the The Hague - Brussels route: 8 trains a day in each direction. These trains also stop in Brecht and Mechelen (Belgium).

The domestic shuttles on the Amsterdam Centraal - Breda route.

From Breda - Rotterdam Centraal - Schiphol - Amsterdam Centraal: 2 trains for each direction an hour, at least 32 trains a day.



Widened A16 ready

The weather gods were well-disposed toward Minister Karla Peijs when she opened the widened A16 motorway on Saturday 18 June. The opening was carried out under a sunlit sky. This time the Minister had to take apart a box of building blocks. All blocks displayed pictures of the road-building activities. In the end, a single giant-sized photo of the motorway as it is now remained. The work over a length of 22 kilometres took six years and was carried out in combination with the construction of the HSL. The costs amounted to 6.7 billion euros.

The A16 is capable of handling considerable traffic flows. The fully-fledged Klaverpolder and Princeville interchanges have finally been realised. The N58 has been converted into a motorway. As mentioned before in our press release, the HST shuttles and the new railway station will be completed within the foreseeable future. These will greatly improve Breda's accessibility. Breda can no longer be passed by; it is now a city that you always somehow run into, be it from north to south, east to west or vice versa.



Developments of 'Pieken in de Delta'

Unique opportunities for the region

With the 'Pieken in de Delta' government policy document of the Ministry of Economic Affairs the national government intends to focus on boosting regional economic opportunities. The Ministry has called on six regions to realise its policy together in the form of tailor-made, multi-year, region-oriented programmes. The Zuidwest-Nederland region (West-Brabant and the province of Zeeland) is one of these six regions. 1.1 million people live in the Zuid-West Nederland region and is strategically



Fotobijchrift

located between Amsterdam and Paris - and therefore also between the international ports of Rotterdam and Antwerp. Antwerp is not only a large international port, in the field of process industry it is the second city in the world. Opportunities for the region are in the field of logistics, maintenance and innovation.

One of these opportunities is the international Maintenance Valley file for the maintenance of 220 JSF aircraft, primarily at Woensdrecht air base. However, this does not have to stop at airplanes. The circumstances in the region are ideal for providing competitively-priced, high-quality maintenance to capital goods. Here, we have leading European players in the maintenance sector, in the fields of military as well as civil engineering. In the past months the provinces of Noord-Brabant and Zeeland, the municipality of Breda, REWIN

(development corporation for West-Brabant), the Brabantse Ontwikkelingsmaatschappij, Sociaal Economische Samenwerking West-Brabant and representatives of the business sector, education and coastal tourism worked hard together with the Ministry to realise of the 'Programmadoocument Pieken in de Delta Zuidwest-Nederland' (Peaks in the Southwest Netherlands Delta Programme Document). This document launches concrete campaigns in the fields of logistics, the process industry and tourism, which will be carried out in West-Brabant and Zeeland in the period 2007-2010. The programme focuses on innovation, transfer of know-how and entrepreneurship.

The programme document of Zuid-West Nederland will be presented to the State Secretary of Economic Affairs, Mrs Van Gennip at the end of June.

Events in Breda (coming up)

Breda Hippique	7th until 9th July
Breda Ballon Fiësta	3rd until 5th August
Zomerfeest Bruisend Ginneken	9th until 13th August
Harleydag Breda	20th August
Breda Culinair	7th until 10th September
Open Monumentendag	9th September
Breda Barst	16th and 17th September
Bredase Singelloop	1st October
Najaarskermis	14th until 22th October

Breda 'Blushuis' officially opened

The 'Blushuis' (fire house) on the TripleO campus in Breda was officially opened by Alderman Adank on 15 June. The 'Blushuis' is to become the centre for the creative industry and technology in Breda.

The 'Blushuis' is located in Breda's former fire station. With the completion of this striking building, the first phase of the TripleO campus has been realised. TripleO is the name of the full development on the 2.3-hectare large former transport site of the municipality of Breda. Between 2006 and 2010, a total of five to six buildings will be erected here, constituting a total built on area of 16,000 m². The TripleO stands for meeting and cooperation among Ondernemers (Entrepreneurs), Overheid [the Government] and Onderwijs (Education).

A mix of young upcoming talent and experienced professionals are to share their knowledge in the field of creation and technology. The real strength of the 'Blushuis' is in the preservation of employment in the region as well as the creation of a market place where creative companies are establishing themselves, and where those in need of creative services can obtain the products they require.

The strength of the concept is evidenced among other things by the fact that the initiators of the

TripleO campus were also contacted by other municipalities to set up such a concept in their towns.

With a view to the active management of the concept and the development of initiatives, TripleO has appointed a campus manager (Fabian Jacobs, telephone +31(0)76 888 00 00) who supervises the functioning of the campus. His duties include profiling the companies, spotting market developments, encouraging cooperation and the exchange of know-how between companies and organising seminars and lectures.

36 organisations are currently located in the 'Blushuis' including the NHTV's Game Academy training institute and Collin's knowledge institute. In conjunction with the municipality of Breda and REWIN West-Brabant [West-Brabant Regional Investment Company], Red Concepts project developer ensured that TripleO could be realised on the former transport site.

All are now convinced that a real gem has been developed in an urban area with a somewhat poor reputation. At the present, talks are being held with a number of companies concerning the second stage. The municipal authorities are pleasantly surprised.



Newcomers

For the establishment of its distribution centre, the German supermarket chain Lidl has purchased established business premises on Hazeldonk business park.

The Italian company De'Longhi will combine its offices in Belgium and the Netherlands in Breda at Claudius Prinsenlaan.

Krohne Oil and Gas B.V. are to be established in Hoogeind business park.