



# Breda Newsletter for international business accounts **Business Update**



Gemeente Breda

# Breda Business Update

Newsletter for international business accounts

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## Colofon

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## In 2008



2008 has just begun. This is a time when it is common practice for people to express their good intentions. People usually wish for something but keep the wish to themselves. This is a form of superstition to assure that your wish comes true. In my capacity as city administrator I make it my point to make my wishes public, because I really believe that in such a way we can realise them together.

I therefore wish that we start building the new public transport terminal in 2008, that the first spade will be put in the ground for the Bavelse Berg Leisure Park, that the Meubelboulevard [Furniture Strip] will be completed, that we know exactly what we are going to do at the Stadium location and can get to work on that, that the construction/refurbishment of the last retail location in the city centre 'Achter de Lange Stallen' will be started, that the river Nieuwe Mark will flow further through the centre, that we will actually cherish our Breda heritage, and that we will have a resounding opening of the 'De Beyerd'

National Graphic Museum. I also expect that the acquisition of a high-grade industrial estate will be started along the A16 motorway.

In 2008 the initial impetus will also be given for a campaign to bring one of New York's founding fathers, Adriaan van der Donck, into the limelight both nationally and internationally. In 2009 New York will celebrate its 400th anniversary. The first contacts have already been made with the city of Yonkers in the US. Adriaan van der Donck was well ahead of his time with his ideas. He was also an excellent entrepreneur and lawyer. In short, a person with whom Breda would like to identify itself.

I also wish that businesses from the West Brabant region will travel successfully to China and be able to realize new business there.

But my main wish is that we will continue to remain our usual selves with all those success stories: Breda, a nice play to be for everyone, both for the inhabitants and the companies that have set up business, and that international ambitions will continue to be firmly anchored in West-Brabant soil.

I wish you all the best, both commercially and privately, whether at home or away and that the business community and city hall together will make something of Breda in 2008.

Andre Adank  
Alderman

## INTERNATIONAL DVD ON WEST-BRABANT AND ZEELAND

From 12 to 20 April 2008 a trade delegation from West Brabant and Zeeland will visit China to become acquainted with the city of Yangzhou. In May 2008 a REWIN acquisition team, the municipality of Breda and the municipality of Roosendaal will subsequently organise workshops in Yangzhou to introduce Chinese investors to our region and pique their interest.

An international DVD is being made especially for this purpose by REWIN and the two above municipalities in which the South-west of the Netherlands wants to present itself as an attractive business area for the international market.

West Brabant and Zeeland want to position themselves on the basis of a very favourable geographic location between the international ports of Rotterdam and Antwerp. Other advantages will also be brought into the limelight, such as an adequately trained working population with generally good language skills, good transport connections, room for business accommodation and favourable living conditions. Attention will also be paid to the cultural and sport aspects of both provinces. This multitude of subjects will be given in a nutshell, as the film only lasts 8 minutes. But international businessmen will get a good picture of all the things we have to offer.

## Joining of office activities, in other words: **beneluxing**

Front offices and back offices which used to be managed from two different firms in Belgium and the Netherlands are increasingly being combined. The economies of scale will result in substantial cost benefits. The organisation will be managed by one strategy and culture. The result: substantial cash flow advantages. This analysis gave a number of large international companies such a favourable vision of the future

that they have decided to merge establishments in the Netherlands and Belgium in one location in Breda. Below you will find the names of a number of companies that have set up business in Breda in the last few years as part of Beneluxing.

Breda's City Council is proud of the fact that all these top companies have chosen Breda.

Dredging International	CAT logistics
Leo Pharma	Delonghi Nederland
Stimorol	Sandoz Nutrition
Dockwise	Chevrolet
Labori International	Toshiba
Opel Nederland	Citigroup
Seatrade	GE Commercial Finance
Alfa Laval	Esso
K + S Benelux	Whirlpool
Toshiba	Alcan
Hatenboer Electro	



Gemeente Breda

# China and Breda: joining together for economic growth

**The Chinese economy is the fastest growing economy in the world. It is with good reason that fellow-governments have established ties with a Chinese province or city. What could China mean for Breda? What are their differences and what are their similarities? And especially: in what way could we strengthen each other? The first answers have emerged from the Brabantse Ontwikkelingsmaatschappij (BOM), from a Chinese company located in Breda and from towns that already had a relationship with China.**

In order to be able to profit optimally from each other's qualities there would have to be a common ground with Breda. The Chinese city of Yangzhou is a historical city with lots of green space and an important tourist function. At the beginning of this year a small delegation with delegates of the REWIN and the municipalities of Breda and Roosendaal had a look around and in the spring there was a return visit. Then it was agreed that Breda would pay a visit to Yangzhou with the intention of getting to know the city and its people better, to taste its culture, make formal arrangements and to express in a letter of intent that we would support each other in realizing economic opportunities. It so happened that the province was also in the process of setting up a trade delegation. Breda joined this delegation and in September 2007 the group left for China for a few days.

The busy programme included meetings with major economic partners, both private and public, visits to companies and industrial estates, talks with entrepreneurs and familiarization of the local culture. It soon turned out that Breda and the city of Yangzhou (4.5 m inhabitants) have similar spearheads: historical city, tourist city, economic city, pleasant city to live in and finally an easily accessible city. The two cities have several things in common. One example is the block-printing (old Chinese book-printing art) museum.



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This links readily to Breda's Graphic Museum. St. Joost's Art Academy is considering the cultural aspect and Avans Hogeschool [College of Higher Education] is interested in such educational issues as exchange of knowledge, students and traineeships. As a consequence, relationships between Breda and Yangzhou go much further than just an agreement of two governmental authorities. The plan is to visit Yangzhou again in the spring of 2008 with a strong trade mission. Breda is asking the 18 West-Brabant municipalities to join in and the Chamber of Commerce is approaching West-Brabant companies to consider participation. In this way it becomes easier for interested companies, including small and medium-sized companies, to gain a strong foothold on Chinese soil in conjunction with the government.

Yangzhou is situated in the province of Jiansu, one of China's most prosperous regions. It is a beautiful city with lots of green areas and a rich cultural history. There is much quality in the field of buildings, green, water and the environment. The city is at the heart of a lake district and places great store in water quality. Apart from that, it is a dynamic city with a great deal of modern technology and many large development zones.

Nanjing has Eindhoven as its Dutch counterpart. Den Bosch has approached the city of Wuxi. Changzhou is affiliated with Tilburg.



## Breda Hippique 19 to 22 June 2008

After a hiatus of one year, due to the fact that the sponsoring could not be attained for this top event, a new principal sponsor has been found for 2008, so that the equestrian event can go ahead with the quality - both from an organisational point of view and a sporting point of view - that

the organisation of Breda Hippique has in mind. Rabobank Breda has come forward as the main sponsor for three years. This year the event will be accessible to visitors at no cost.

The City Council has also made a substantial financial contribution to keep this top-class sport event for Breda. Breda Hippique is an unique event that enables internationally entrepreneurial Breda to meet in a relaxed atmosphere and a great ambiance. The Economic Affairs Department of the municipality of Breda will organise an international breakfast for its international companies during Breda Hippique.

## Ritchie Bros Auctioneers

**Ritchie Bros. Auctioneers, the world's largest industrial auctioneering firm, has decided to establish its new European head office in the centre of Breda, choosing Breda over Rotterdam and Antwerp. The new head office will offer employment to about 60 people of various nationalities. The presence of Ritchie Bros. is a substantial boost to the international character that the municipality of Breda is increasingly acquiring.**

Ritchie Bros. Auctioneers, registered as RBA on the stock exchanges of New York and Toronto, is known for its innovative auctioning methods in buying and selling trucks and other rolling industrial machinery such as fork-lift trucks, excavators and cranes. The auctioning firm, with 110 offices in more than 25 countries, including 33 auctioning firms in North, South and Central America, Europe, Asia, Australia, and the Middle East, organises over 175 industrial auctions every year. Every year Ritchie Bros sells more second-hand industrial machinery and trucks than anyone else in the world.

Managing Director Jorge Consiglieri, explained the choice of Breda as follows: "In order to enable further growth at our existing auctioning site in Moerdijk we were looking for a new, central location for our European head office. We want to be able to provide our new employees, who are to a great extent international, with an attractive working environment. We believe we can meet this requirement with the choice of Breda; via the HSL the city will soon be linked to an international network of prominent European business cities. Besides, Breda is a lively city with a historic centre and is quite attractive in terms of Quality of Life."



**rb RITCHIE BROS.**  
Auctioneers

## Economic Affairs employee active at the Netherlands Foreign Investment Agency

**In the period from 9 April to 9 July 2007 an employee of the N.V. BrIM, which is a division of the Economic Affairs Department, has participated in an internship programme of the Netherlands Foreign Investment Agency (NFIA). Guido van Liefland was for widening the international network, strengthening the ties with American parent companies which have branches in Breda and continuing to promote favourable conditions for business development in Breda and our region. All this is aimed at attracting more foreign investment in the future – and with that more employment!– for our city and the immediate surrounding area.**

### What is the Netherlands Foreign Investment Agency (NFIA)?

The NFIA helps and advises foreign companies interested in investing in the Netherlands. This may involve new investments or an expansion of existing investments. Besides the head office in The Hague, the agency has acquisition offices in: London, New York, Boston, Chicago, San Mateo, Atlanta, Tokyo, Osaka, Shanghai, Hong Kong, Taipei, Seoul, Canton (Guangzhou) and New Delhi. The NFIA gives information, strategic advice and practical assistance. In addition, the NFIA works closely together with the network of Dutch embassies, consulates general and Netherlands Business Support Offices all over the world.

### Why are foreign investments good for our economy?

Foreign investments directly contribute to economic growth and employment. The companies that invest in the Netherlands often do so after a thorough consideration. They want their mission to succeed and will use innovative and high-grade technologies to assure that success. They provide vital information on the quality of the business development environment in the Netherlands and in our region. This feedback will enable Breda and West-Brabant to profile themselves even better.

### How does the NFIA work?

In the countries in which the NFIA has acquisition offices, it will contact potential investors wanting to set up business in Europe. An investment project will then be supervised from the Netherlands. This is done in conjunction with the regional development companies and the major cities. In countries where there is no active acquisition there is consultation with embassies and consulates. The NFIA is seeking to expand these activities in order to know even better what opportunities there are worldwide.

### Where do the investors come from?

The main investors in the Netherlands come from North America, Western Europe and Japan. New investments come from emerging markets such as China and India. Interesting opportunities are offered by Malaysia and Singapore, the Middle East and possibly Brazil.

### Why do investors choose the Netherlands?

The Netherlands has good business development conditions. The main advantages are:

- favourable central geographic location;
- excellent infrastructure, good connections with the economically interesting hinterland;
- large international seaport, major airport;
- excellent internet structure;
- highly trained and internationally oriented workforce.

### And why Breda and West-Brabant?

It is clear that our city and region make substantial contributions to positive conditions for business development in the Netherlands, as it is directly situated between the international ports of Antwerp and Rotterdam. Our infrastructure is excellent with good road and railway connections to Germany, Britain and France. Add to this a substantial logistics sector, a well-trained workforce with universities in the immediate vicinity and potential investors find their interest piqued. It is then up to us to provide tailor-made solutions to attract companies to invest in our region. Breda has demonstrated its ability to do this, as is evident from its impressive list of foreign investments over the past 10 years.