

Breda

Newsletter for international business accounts

Business Update

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Delegation from Breda in China

There is much interest from the Chinese side in working together with the West. The location behind the international ports of Rotterdam and Antwerp gives the South-west of the Netherlands an excellent position to attract Chinese investors. During a first visit to China in 2005 a good deal of knowledge was gained and a beginning was made in building up a network of Chinese relations. During the second visit to China an agreement was reached on the text of a letter of intent for cooperation between Yangzhou and our region. During the visit to Yangzhou in September 2007 the mayor of Breda accepted the invitation to pay a visit to that Chinese city with a trade delegation the following year.



In April 2008 a delegation of 78 people departed for China. Overall, the trade mission was a great success, as evidenced by the evaluation. One of the results was the signing of a letter of intent to open a Yangzhou desk in our Region, which will function as a China knowledge desk and will also form a bridge for the relationship between education and the labour market. The official name is Yangzhou China Business Office, Mozartlaan 7, P.O. Box 3182, 4800 DD Breda.

At the beginning of June of 2008 a small party went to China to give a seminar there. The seminar was successful, partly because of the DVD that had been made of the region and that was also available in Chinese.

At the end of August the opening of China Yangzhou Business Office in Breda was a fact, and was celebrated in the presence of a large Chinese group from Yangzhou, the Chinese embassy, the Queen's Commissioner and many representatives of government, education and business from our region.

The foundation of a China network circle was officially announced by the Chamber of Commerce during a Chinese seminar, which circle has planned its first gathering for the end of October.

A new follow-up visit in the form of a trade delegation from our region to Yangzhou in 2009 was also discussed.

All this has not only borne the first fruits for the South-west region of the Netherlands, such as a China trade centre in Roosendaal. Breda profits from this as well, as is seen by the fact that Breda can now welcome the first two Chinese companies to have opted for a business location in Breda.

The cooperation with China has been realised by three major partners: Education, Business and the Government both in the Yangzhou region and in the South-west of the Netherlands.

On the basis of the above and the experience gained, the plan was drawn up to professionalise the cooperation between the Yangzhou region and the South-west of the Netherlands to be able to assure quality for the organisation and implementation of:

- an annual investment seminar in the Yangzhou region,
- an annual trade mission to China
- reception and guided tours for Chinese trade mission(s) visiting our region.

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Via Breda has really taken off

This year saw the first construction activities for Via Breda. At the beginning of January 2008 construction began on two of the six sub-areas of the development around the railway station: the Drie Hoefijzers area, the former site of Oranjeboom Brewery (formerly Drie Hoefijzers) and the construction of the key project: the Public Transport (PT) terminal. The plan is to connect Breda to the high-speed train network as of 2009. The construction of the other 4 subareas will not be started until after 2010.

The other 4 subareas, to be realised after 2010, are Zoete Inval for modern living near the city centre; Markoevers, which is to become an international business centre, and Liniepark and the Port area, which are planned as two special residential areas.

PT terminal as the driving force of development

The PT terminal, a design by the architect Koen van Velsen, is the pivot of all these sub-areas and will connect Breda's city centre and the north side of town. This connection will be realised by a square on the north and south sides of the railway station, which will be linked to each other by a tunnel. In May 2008 the shell of that tunnel, measuring over 30 metres in width, was inserted underneath the railway track.

The PT terminal is a complex of several buildings linked together by a roof: three residential tower blocks, one office tower, a bus station, a taxi stand, a bicycle storage facility and a railway yard. The tracks can be seen through the glass façade from the city on the front side, and vice versa. The building is expected to be finished in 2011. The shuttle train linking Breda to the of high-speed train network also arrives in the PT terminal.



Drie Hoefijzers

The second project that has been started is called Drie Hoefijzers. This area consists mainly of housing. The project has been divided into a southern and northern part, with the southern part being the first phase. The most exceptional aspect of the project is that it will be a mix of new buildings and historical monuments. This area has played a major role in the history of Breda. The former brewery complex comprised a number of historical buildings, among them the monumental Brewery House. These buildings will be preserved and converted for new functions, resulting in a beautiful new section of the city centre.

High quality

The overall development of Via Breda, adds high quality to the city in the contemporary development of its city centre. The arrival of the high-speed train is the basis of all this, which will make it possible to travel from Breda to Rotterdam or Antwerp in 18 minutes. And it takes only one hour by high-speed train to get to Amsterdam or Brussels. That makes it attractive for many companies to set up business here, and Via Breda responds to that by offering those companies a prime location in terms of work and living environments.



International Breakfast in Breda

Breda takes great pride in having over 300 international companies within its city limits. For this reason a typical International Breakfast meeting is a nice opportunity for the representatives of these companies and the city to meet. Breda also likes to present itself as a thriving city offering many public events. One of those is Breda Hippique, an event comprising all the disciplines of the equestrian sport. A meeting in the countryside to watch the activities of the international participants of Breda Hippique is a superb possibility to exchange experiences, mutual interests and also meet friends and acquaintances. So on Friday 20th June 2008 the City of Breda was very honoured to welcome its distinguished international companies to an International Breakfast at Breda Hippique.



According to what the Mayor of Breda, Mr. Peter van der Velden, said in his opening speech the aspirations of Breda not only involve the building of a new railway station to be able to receive the High Speed Rail Link shuttle but the city is also negotiating a World Trade Center. It would be truly interesting to see the development of a new network as a result. Furthermore, the Mayor mentioned the opening in June 2008 of the Graphic Design Museum by Queen Beatrix. Graphic design has not had a proper place in the Netherlands yet and internationally there are not many specialized institutes either.

The last item that was put forward by Mayor Peter van der Velden was another aspect of international entrepreneurship: international education. Especially now that Eindhoven is expanding its activities with regard to its own international school, it might be interesting for Breda to find out whether we can achieve something similar in cooperation with this school or if we can take an independent initiative here in Breda.

It was a pleasant and interesting morning.



International school



Breda is going international. An increasing number of international businesses are choosing Breda as their place of business. With the arrival of this category of business, the number of foreign employees settling in the Netherlands with their families for a longer period of time is also growing. The city of Breda finds it important to bind these people to the city, partly because they create a climate that boosts our city's internationalisation process. Experience with expats who already live in Breda and its surroundings tell us that they experience Breda to have an attractive living environment and that they feel very much at home here.

However, families with school-age children currently miss one important facility: international education. The nearest international schools are located in Eindhoven, Rotterdam and Antwerp, and

for many expats that is a reason to settle in those places instead of Breda.

The City was therefore very pleased that the Brebrux Foundation has taken the initiative to examine the feasibility of an international school in Breda. This examination has now been completed and it shows that there is a considerable market in the region for an international school in Breda.

Various parties are now working on realising such a school. A key aspect in all this is informing trade and industry in Breda, West-Brabant and Zeeland and mobilising parties that are willing to make a financial contribution to the process preceding an actual opening of an international school. A meeting for this purpose will be organised at the Amgen company in Breda in November.



SCANIA Benelux head office has moved to Breda

Scania is a leading producer of heavy trucks, buses and industrial and marine engines. In the Netherlands the Scania-organisation employs approximately 3,000 people in the factory in Zwolle and 50 sales and service outlets all over the Netherlands. With a capacity of 150 trucks a day, the factory in Zwolle is the largest Scania factory in the world.

The company employs over 35,000 people worldwide, has several factories in Europe and Latin America and is represented in over 100 countries. Turnover in 2007 was well over 84 billion Swedish crowns (over 7 billion Euros).

SCANIA's head office recently moved from The Hague to Breda where the entire Scania Benelux organisation is housed in a new office building.

The new contact details are as follows:

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De Stichting Nederland-Verenigde Staten organiseert in samenwerking met de Orde van den Prince en de Gemeente Breda op zaterdag 15 NOVEMBER 2008 de jaarlijkse Dutch American Heritage Day onder het thema:

Adriaen van der Donck en de Nederlandse Tolerantie

Deze middag omvat een Lezingencyclus in de Grote Kerk van Breda, met sprekers die garant staan voor een interessant programma. Het bestuur van de Stichting Nederland-Verenigde Staten, nodigt u hierbij van harte uit om deze middag bij te wonen.

PROGRAMMA

13.00 uur	Carillonspel	Jacques Maassen, Stadsbeiaardier
13.30 uur	Welkomstwoord	Rob Peters, voorzitter Stichting Nederland-Verenigde Staten
13.35 uur	Inleiding	Mrs. Marjorie Ames, USA Consul Generaal
13.45 uur	Lezing	Russell Shorto, directeur John Adams Institute Amsterdam Onderwerp: Adriaen van der Donck en de oorsprong van Tolerantie in de Amerikaanse koloniën
14.10 uur	Lezing	Jeremy Bangs, directeur Pilgrimfathers Museum Leiden Onderwerp: Nederlandse bronnen van tolerantie
14.35 uur	Pauze	
14.50 uur	Lezing	Hugo de Schepper, Em. Hoogleraar Nieuwe Geschiedenis Nijmegen Onderwerp: Willem van Oranje: Geen Noord en geen Zuid
15.15 uur	Lezing	Jaap Jacobs, historicus Nieuw Nederland Onderwerp: Geschiedenis van Nieuw Nederland
15.40 uur	Vooruitblik	C.J.M. Aarts-Engbers, wethouder Erfoed Gemeente Breda Onderwerp: De Adriaen van der Donckviering 2009
16.00 uur	Afsluiting	Rob Peters, voorzitter Stichting Nederland-Verenigde Staten
16.10 uur	Receptie	
17.30 uur	Einde	

Wij hopen u op zaterdag 15 november aanstaande te mogen begroeten.
Namens de Stichting Nederland-Verenigde Staten,

Ir Rob P. Peters, voorzitter

Adriaen van der Donck

In 2009 the New York territories and the Netherlands want to commemorate their 400-year relationship. Next year it will be exactly 400 years that Henry Hudson set sail from Amsterdam and arrived in New York (then called New Amsterdam) in September 1609. While this is a well-known fact for many people, only few seem to know that one of the most important and visionary people in the political life of New Amsterdam was a citizen from Breda: Adriaen van der Donck.

Adriaen van der Donck was born in Breda in or about 1618 and studied at the University of Leiden. He was the first lawyer in the Dutch colony and he was an activist for Dutch-style republican government. He strove for better circumstances in the Dutch colony and today he is also recognized as an early Native American ethnographer. Van der Donck learned some of the native languages and observed many of the native Indian customs. His book 'Beschryvinge van Nieuw Nederlant' (Description of the New Netherlands) was published in 1655 and Breda's City Archive owns the second edition that was published the following year.

On Saturday the 15th of November 2008, the 'Stichting Nederland – Verenigde Staten' (Dutch-American Foundation) will celebrate their annual Heritage Day in the Grote Kerk of Breda. Keynote speaker will be Russell Shorto, writer of the internationally acclaimed bestseller on the Dutch

founding of Manhattan: 'The Island at the center of the world'. He states that New Amsterdam was multi-ethnic, and its citizens valued free trade, individual rights and religious liberty. Shorto studied Adriaen van der Donck and calls him a progressive young lawyer who emerges as a forgotten American patriot and whose clashes with Peter Stuyvesant, the colony's autocratic director, laid the foundation for New York City and helped shape American culture.

The city of Breda invites citizens, organisations and entrepreneurs to become acquainted with Adriaen van der Donck by attending this symposium (see above invitation). With all the upcoming activities in New York and the Netherlands, the city of Breda wants to commemorate their forgotten son.

For more information:
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