



Breda

Newsletter for international business accounts

Business Update



Gemeente Breda

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Delivery Emer Breda Distripark restructuring project

Early July there will be another addition to Emer North Industrial Estate: the high quality Emer Breda Distripark with a total surface area of approximately 38,000 m². The complex consists of two buildings facing each other, each divisible into two compartments. Warehouse units starting from 7,500 m² are still up for rent.

The modern Emer Breda Distripark has a very high level of finishing and facilities and has been designed to serve multiple purposes. This makes it suitable for almost any provider of logistic services. As a result of its proximity to residential areas and its bright daylight mezzanine, the distribution centre is particularly suitable for service providers engaged in a lot of handling.

In the Netherlands space is scarce. A clear starting point of government policy is not to make a needless sacrifice of rural areas and nature to a

demand for expansion as long as there are still unoccupied buildings in old business sites. The solution is to restructure obsolescent business sites. Emer Breda Distripark has been built on the site of the former Monoliet concrete centre and is an example in point of restructuring. Monoliet was a concrete manufacturer who merged a number of years ago and then moved its business. Thus the site on Hekven was unoccupied until Dyna Properties started redevelopment activities. The arrival of an ultra-modern distribution centre gives a tremendous impulse to the obsolescent

Emer-North business park. The municipality of Breda expects that the centre will attract new companies.

The distribution centre was an initiative of Dyna Properties B.V. in cooperation with the Brabant Development Company (BOM) and the municipality of Breda. Dyna Properties is a real estate company working on development and redevelopment as well as purchasing and selling mainly logistic real estate. With its specialist know-how of logistic processes and future vision, Dyna Properties realises projects across the Netherlands for a variety of users.

At this moment there is still rentable space available in Emer Breda Distripark. For further information, please view www.dynaproperties.nl.



Trade Mission to China

Following last year's success, the municipality of Breda again organised a trade mission to China last April on behalf of the South-West region of the Netherlands and in cooperation with the Chamber of Commerce.

The mission was joined by over 40 people. Its members were representatives of local authorities, education and business from the South-West region of the Netherlands (West-Brabant and Zeeland). The delegation also included some water management experts. Overall, the mission has led to a further intensification of mutual contacts and cooperation between China and our region.

Much has been achieved during the 10-days' visit. There was the signing of the official twinning relationship between Yangzhou and Breda (see picture), the signing of an agreement of cooperation between CCPIT (Yangzhou Chamber of Commerce) and the Chamber of Commerce South-West Netherlands.

Building a personal relationship is considered very important in China. The fact that the mayor of Breda, Mr Peter van der Velden, was proclaimed honorary citizen / guest of Yangzhou, shows that Breda is on the right track and very successful at this. This is very important as in China the role of the authorities is still crucial when it comes to doing business. For entrepreneurs travelling with



the mission, the authorities open doors that would otherwise not open quite so fast or even remain shut.

The China activities are meant to be continued in the next few years. For example, the region will this year be represented at the water congress in Yangzhou and the Logistic Congress in Nanjing. Breda will be home to a grand celebration of the Chinese New Year on 10th February 2010. Some definite arrangements for this event have been made with the Nanjing Culture department (see picture), which will arrange for a number of professional Chinese top artists perform in Breda.

Next, initial preparations are being made for the 2010 trade mission, which will be combined with a visit to the World Expo in Shanghai. In view of the enthusiasm on the part of business to join the new mission next year, there will be a limit to the number of participants. To enter, please leave your name and details at b.hoogedeure@breda.nl. You can use the same address to ask for more



International School

An international school in Breda for the South-West Region of the Netherlands has come one step closer to arrival. Mr Fred Gansevoort was recently appointed quartermaster / project manager.

Commissioned by the Foundation for International Education South-West Netherlands, he will deliver a blueprint dealing with financial structure, curriculum and the political decision-making process of the Breda International School. Mr Gansevoort's appointment is financed by the municipality of Breda, a subsidy from the Operational Programme South and a contribution made by regional business associated in the "Founding Fathers". At an earlier stage, market

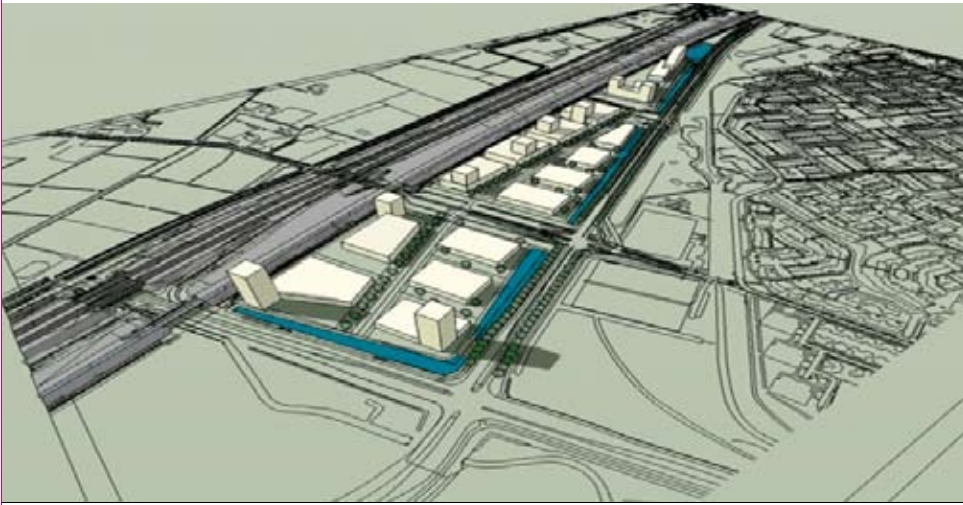
research and an investigation into financial feasibility indicated that an international school in Breda serves a large market and can be run as a financially sound enterprise. If all goes according to plan, the International School will open its doors in Breda as early as September 2010.

The said foundation, the municipality of Breda and the Mencia de Mendoza lyceum from Breda will soon sign a covenant to endorse their common support to realise the International School. The new international school is both an affirmation and a result of the strong presence of international business in Breda and the South-West region of the Netherlands. There are several developments playing into the hands of the foundation of the International School. There is the constant interest

of new foreign companies and investors and the arrival of the HSL shuttle in Breda. But, there is also the internationalisation of the labour market and further education. In the wake of these developments Breda will welcome a growing community of expatriates and their families and, in addition to a pleasant living climate, will be able to offer them international education in the near future!



Breda unfolds plans for Dutch Top Institute of Logistics



Invited by mayor and aldermen of Breda, the logistics sector, including science and education, has been informed about the first steps that have been taken to be able to realise the Dutch Top Institute for Supply Chain Management and its Campus in Breda.

The aim of a combined Top Institute and Campus is to create as much synergy as possible between science and practice and to be able to offer wide access to new know-how in a fast and efficient manner.

In accordance with the instructions of the ministries involved, the quartermasters like professors, the municipality of Breda and some entrepreneurs, are given time until 1 November next to produce more detailed plans, including a calendar of activities, long-term plans and estimates. The Breda plan of action aims to abandon the

quartermaster period quickly and to make a real start with the institute and its research programmes as early as this year. The institute will be given temporary accommodation as soon as possible. Preparations for the building of the campus are expected to take at least another full year. Breda also offers temporary accommodation to potential establishers. Drs M. (Theo) Schut has been appointed programme manager for the period up to 1 November.

The name of the logistic experience centre is Logixperience, which may play an important role in demonstration projects and exchange of know-how on the Campus.

A Breda initiative, the "Association of Friends of the Dutch Top Institute for Supply Chain Management & Campus" is currently expanding into a nationwide network. For the time being, the 100-member association has two governors as "quartermasters": chairman Mr Ferry Boseker

(Hero Nederland) and secretary / treasurer Mr Karel Kinds (ControlPay). During the general meeting – presumably to be held late September – new board members will be appointed, preferably from Rotterdam and Amsterdam.

The Dutch Top Institute is one of the concrete results of the Logistics Innovation Programme, which the Laarhoven Commission presented to the Minister of Economic Affairs, Mrs van der Hoeven and the Minister of Transport, Public Works and Water Management, Mr Eurlings. The Government has provided € 25 million for this programme for the next four years. Together with the Province of Noord-Brabant, the municipality of Breda contributes approximately € 10 million to the realisation of the Institute and will make a special effort to make sure the Campus is a success.

An appeal is also made to business to contribute to the funding of scientific research and demonstration programmes. Previous concessions will be made concrete in the coming period.

For information about Logixperience, please call Mr Jeff van Hek at 06 53351173 or send your e-mail to jeff.van.hek@aidc-consultants.nl For information about the Logistics Innovation Programme, please call Connekt, Ms Machteld Leijnse at 015 2516584 or send your e-mail to leijnse@connekt.nl



World Trade Centre Breda

There are World Trade Centres all over the world; they are multi-company buildings characterised by their distinguished international aura, excellent common facilities and perfect accessibility. They are venues for congresses and meetings. A WTC thrives in an international and dynamic environment and in turn pays an important contribution to it. In the next few years the Breda Railzone will be transformed into an international location for companies and institutes, including a new Central Station (Public Transport terminal) and HSL shuttle. An ideal location and breeding ground for a WTC. Moreover, a Buck Consultants report shows that

(regional) business is very positive about the arrival of a WTC in the Breda Railzone. The municipality of Breda and IPMMC Real Estate project developers have signed a declaration of intent about establishing a WTC in the Breda Railzone. Meanwhile, IPMMC has already acquired a licence from the WTC Association in New York. The WTC will offer a workplace to a combination of one or more anchor tenants supplemented with ambitious first-time entrepreneurs and fast-growing international companies. All in all, an impulse for Breda's economy which many people will be pleased to meet.

What is Via Breda?

Via Breda is the concept that stands for the development of the Railzone ("Sporzone") in the centre of Breda. An innovating and challenging addition to this city. But especially an increase in quality. With opportunities for enterprise, living, working and culture. Directed by the local authorities, Via Breda develops in combined play with entrepreneurs. Development, completion and phasing tie in with opportunities in the market. One eye for the city and one eye for the market give focus and depth to the prospect for Via Breda.

Why Via Breda?

The position of Breda as a hub in the grid of high speed trains was the first reason to start thinking about the area surrounding Breda Railway Station. The station had to offer space to growing transport and as one of six national key projects, the area demands space to give shape to their national and international ambition. Another development becoming clearly visible at the same time is the departure of traditional industries from city centres. In Breda these industries are relatively large complexes which were established immediately north of the railway line in the early decades of the previous century. Altogether, a unique opportunity at a unique moment for the city.

Surface area

Total area Via Breda approx. 160 hectares
Area up for development approx. 100 hectares

Investments

Real estate investments > € 1.5 bn

Floor area to be built

Living	625,000 m ² (5,000 houses)
Working	315,000 m ² (10,000 jobs)
Amenities	112,000 m ²
Flexible	38,500 m ²

Planning indication

2007 - 2015	Redevelopment Stationskwartier (Station Quarter)
2007 - 2012	Redevelopment Drie Hoefijzers (Three Horseshoes)
2010 - 2020	Redevelopment Havenkwartier (Harbour Quarter)
2015 - 2020	Redevelopment Liniepark (Line Park)
2015 - 2025	Redevelopment Markoevers (Mark Embankment)
2015 - 2025	Redevelopment Zoete Inval (Open House)

New building per area

Stationskwartier	190,000 m ² (houses, offices, commercial spaces in railway station, hotel extension) 100,000 m ² (parking places near houses, offices, Park & Ride)
Drie Hoefijzers	125,000 m ² (60% living, 15% business accommodation, 15% flexible, 10% amenities)
Havenkwartier	265,000 m ²
Liniepark	110,000 m ²

Markoevers	150,000 m ²
Zoete Inval	305,000 m ²

Public Transport Terminal

Public Transport

- High Speed Train (shuttle)
- Intercity Trains
- High-quality Public Transport (Etten-Leur, Breda, Oosterhout)
- Regional buses
- City buses

Travel-related amenities

- 4 caterers
- 6,000 m² shops
- 720 parking places on rooftop
- Bicycle accommodation for 4,200 bicycles (2,800 supervised and 1,400m unsupervised)

Commercial Real Estate

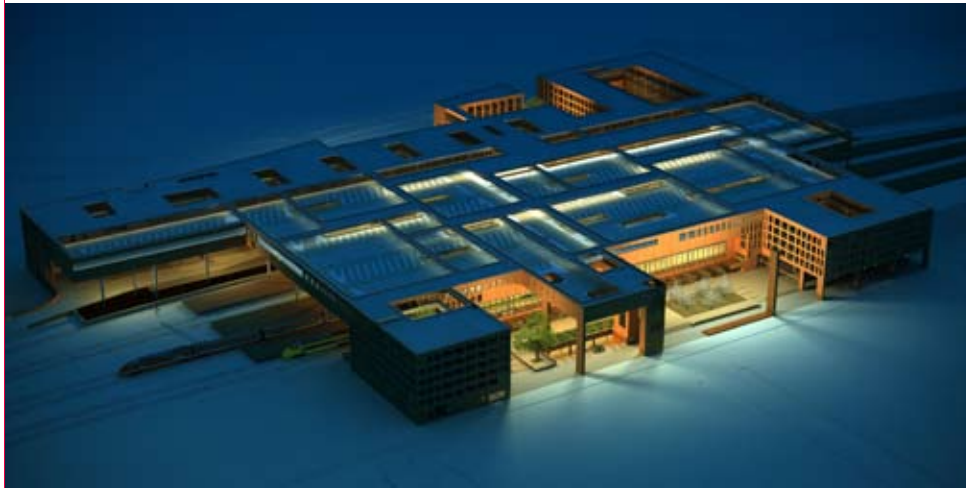
- Houses
- Offices (21,500 m²)
- Congress amenities

Architect

Koen van Velsen

Zoete Inval (Open House): Modern living near the city centre	Havenkwartier (Harbour quarter): Unique residential area	Markoevers (Mark Embankment): International centre	Public Transport Terminal	Stationskwartier (Station Quarter): Eye catcher	Liniepark	Drie Hoefijzers (Three Horseshoes): Historic and modern
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High Speed Train

High Speed Train Breda (HSL shuttle)

Breda has a shuttle link with the grid of high speed trains. These shuttles offer the same comfort as the high speed trains (Thalys). They use the new HSL track at a maximum speed of 220 kph.

Speed

The maximum speed for shuttle trains is 250 kph (as opposed to 140 kph for a normal Intercity Train) The shuttle to Brussels travels at a maximum speed of 220 kph.

National travelling times

Link	Now	HSL - South
Amsterdam CS – Rotterdam CS	0.58 hrs	0.37 hrs
Amsterdam CS - Breda	1.44 hrs	0.59 hrs
Schiphol – Rotterdam CS	0.41 hrs	0.20 hrs
Schiphol – Breda	1.32 hrs	0.42 hrs

International travelling times

Amsterdam CS – Parijs	4.09 hrs	3.04 hrs
Amsterdam CS – Brussels South	2.51 hrs	1.44 hrs
The Hague – Brussels South	2.17 hrs	1.44 hrs
Breda – Brussels South	1.56 hrs	0.59 hrs
Breda – Antwerp	1.42 hrs	0.32 hrs

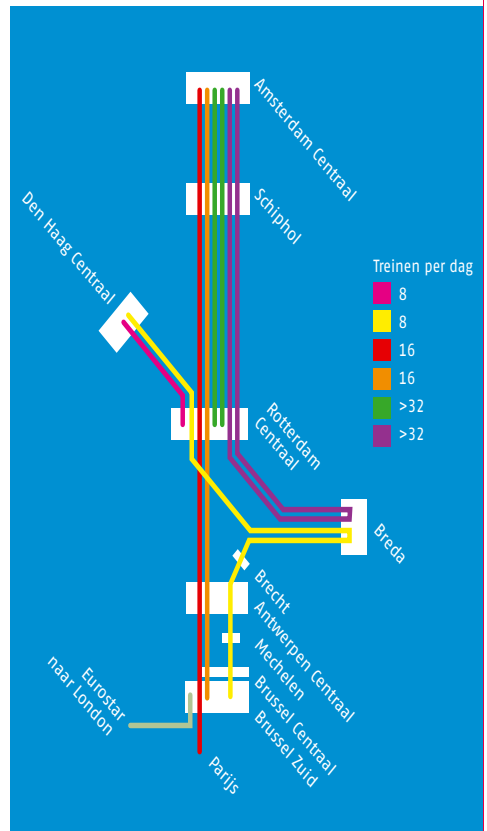
Frequency

The international shuttle link The Hague – Antwerp From the Hague via Rotterdam CS – Breda – Antwerp to Brussels: 8 trains per day vice versa. These trains also stop at Brecht and Mechelen (Belgium). In Brussels passengers can easily change trains to high speed trains for Lille, Disneyland Paris and London.

Shuttle trains on route Amsterdam CS – Breda From Breda to Rotterdam CS – Schiphol to Amsterdam CS: 2 trains per hour vice versa

High Quality Public Transport Etten-Leur – Breda and Breda – Oosterhout

A minimum of 6 times per hour at peak hours. Travelling time to Etten-Leur 22 minutes, travelling time to Oosterhout 19 minutes.



BrIM Breda targets and website

BrIM Breda, one of the sections of the Department of Economic Affairs, is currently drawing up a long-term policy plan in order to professionalise and reposition its place in the market. Taking its mission as a starting point, the new BrIM policy plan again expresses targets and spearheads for the next five years and translates them into concrete activities for acquisition, promotion and relation management.

The new plan targets the following:

- profiling Breda as an attractive city for national and international companies to establish
- attracting new investment to strengthen Breda's economic structure
- striving for a careful use of space
- being a partner in the West-Brabant region to support employment and economic development

If they can meet these targets, BrIM's management and staff think they will have done justice to their slogan: partner in business.



One of the changes is a new house style, logo and the launch of a new website at www.brimbreda.nl, which was recently put on-line by BrIM's president-commissioner, alderman Mrs Els Aarts. As she did so, she was being watched by the full Board of Commissioners. (see photo).

We are pleased to invite you to subscribe to the digital news letter to receive information about current developments in offering the best accommodation in Breda.

