

Breda Business Update

Newsletter for international business accounts



In this issue: Page 1 New mayor and alderman • Page 2 & 3 World Class Maintenance • Page 4 American Chamber of Commerce • Page 5 Bürkert • SFT Lighting • Early announcement 2010 Trade Mission to China • Page 6 Spectacular Chinese New Year celebration in Breda • Page 7 Dutch 'Dinalog' Top Institute for Logistics opens •

Colofon

Breda Business Update is an edition of the City of Breda (Gemeente Breda) for international business accounts and is issued 2 to 3 times a year.

Design: Dedato Designers and Architects
Photography: Wessel Keizer, Kees Bennema
Translation: drs. P. Haast (English Language Training)

If you have any questions or comments, please feel free to contact us by e-mail: brim@breda.nl, for the attention of Mrs. Marcelle den Hooglander

Volume 2 / Number 7 / May 2010



Mr Cees Meeuwis, alderman: "Maintain and stimulate city"



The new mayor and aldermen from left to right:

Mr. Richard Meulenbroek
acting town clerk

Mrs. Saskia Boelema
alderman for Education, Finance and Organization

Mr. Cees Meeuwis
alderman for Employment and Enterprise

Mr. Peter van der Velden
mayor Public Order and Safety

Mr. Bob Bergkamp
alderman for Living and Life

Mr. Wilbert Willems
alderman for Mobility, Sustainability and Culture

Mr. Alfred Arbouw
alderman for Urban Development and Maintenance

Since April 2010 a new mayor and aldermen have taken office. Mr Cees Meeuwis is the alderman for Economic Affairs. His portfolio holds not only Political Economy but also Social Affairs and Welfare, Labour Market Policy, Events and Inner City.

"One by one important fields of policy demanding great attention, vision and decisiveness in a city with an extensive international network. I am very enthusiastic about being able to focus on this important task when it comes to the development of Breda. A city of many qualities. In appearance, location, economic and recreational strength as well as in the concerted effort of residents, companies and other parties. With my policy I want to try to maintain and stimulate these dynamics."



Gemeente Breda



World Class Maintenance

The origin of the World Class Maintenance Programme is in Noord-Brabant and Zeeland at the crossroads of the corridors leading from Rotterdam to Antwerp and from Flushing to the East of the Netherlands. Since there are many large companies with capital-intensive equipment and goods in the process, energy, aviation and infrastructure sectors, the three 'O's' (Overheid, Onderwijs, Ondernemers) - Business, Education and Authorities - set up a process of collaboration to raise the maintenance industry (Maintenance Repair Overhaul) to World Class level. Innovation projects, a raised level of education and the development of Maintenance Value Parks in accordance with the World Class Maintenance concept are a tremendous reinforcement of safety, life span and durability of the Dutch capital-intensive equipment and goods and at the same time offer a prospect of permanent employment for highly skilled employees. The future Dutch World Class Maintenance Institute, in which the three 'O's' are represented, will further coordinate and develop the activities and the objects in view.

National Day of Maintenance on Saturday 18 September

On Saturday 18th September the National Day of Maintenance will be held as a joint initiative of the Dutch Association for Effective Maintenance (NVDO), Profion, World Class Maintenance and other parties. Its aim is to have intensive cooperation between educational institutes on the one hand and business on the other, so that there will be an optimum of synergy to interest young people and to stimulate them to choose a course in the Maintenance, Repair and Overhaul (MRO) sector. From the World Class Maintenance Consortium the National Day of Maintenance will be supported with a marketing campaign for Maintenance courses. The programme for this day will be further developed and filled in during the next few months. More information is available from Ms Ellen den Broeder of NVDO, who will act as coordinator. Ellen.den.broeder@nvdo.nl



World Class Maintenance News april 2010

Mr Aad Veenman, World Class Maintenance ambassador, has given a presentation for Mr Wim van der Donk, who was installed as Queen's Commissioner for Brabant late 2009. During his courtesy visit to West-Brabant the Commissioner was not only informed about World Class Maintenance but also about the activities of DINALOG Top Institute for Logistics by Mr Wim Bens, managing director. He also conferred at length with numerous representatives of 19 municipalities of West-Brabant. Mr Aad Veenman pointed out the special importance and strength of the 3-O model, the cooperation between entrepreneurs, education and local authorities, which will lead to World Class Maintenance achieving its world class in the Dutch maintenance sector.

European Knowledge Centre Composites (EKC) to have follow-up

Started in 2009 with a 'Pieken in de Delta' subsidy, the feasibility study into a European (MRO) Knowledge Centre for Composites shows that such a Knowledge Centre is both desirable and feasible.

The interim results of this study are very promising. Provided forces around knowledge institutes and the manufacturing and composite maintenance industry are united, work will be done on a follow-up project by the name of EKC2. A congress, organized by NV Rewin and Stratagem and attended by more than 40 companies and knowledge and education institutes, heard this provisional decision in Breda in March.

First there was a statement about the immediate cause of a European Knowledge Centre for Composites: the new type of NATO helicopter, the NH90. This helicopter, largely consisting of composite, will be delivered to the Netherlands and other NATO partners in Europe, whereupon the first situations for composite maintenance will occur. Composite maintenance is still a relatively new expertise requiring a lot of knowledge development. There are important overlaps also with areas outside the world of aviation, so opportunities related to composite maintenance and a European Knowledge Centre for Composites are highly relevant. The feasibility study is now being rounded off and EKC2, the follow-up project, will be set up as a company by the name of EKC NL BV. The new consortium will take further shape in the next few months and, apart from paying attention to product and service development, will invest much time and money in scientific research and applied/industrial research.

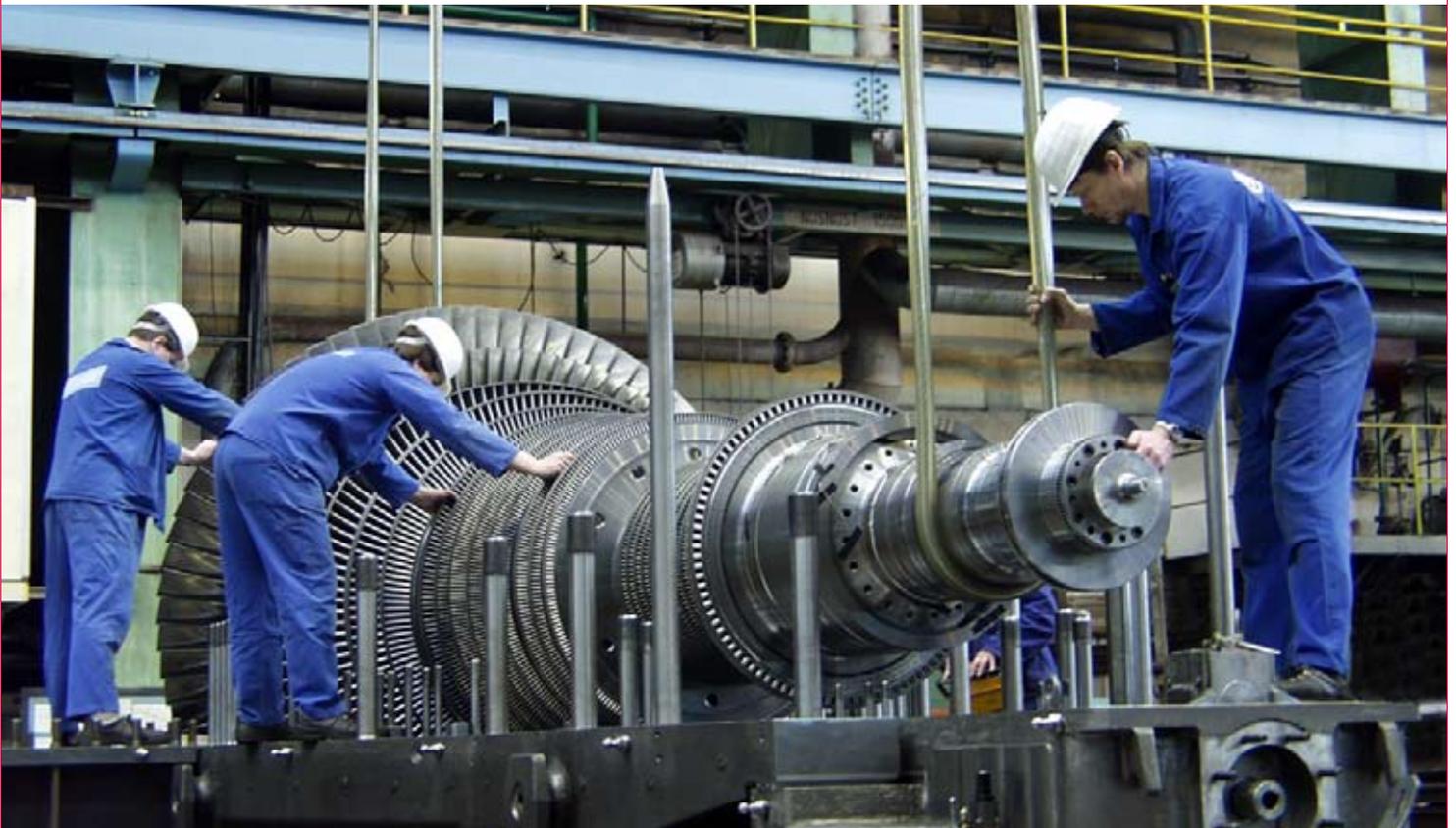
Dutch World Class Maintenance Institute on the drawing board.

The foundation for the Dutch World Class Maintenance Institute will be laid in 2010 and it should be fully operational in 2013. The institute aims to pay a fundamental and essential contribution to the innovative strength of the maintenance sector. One of the features of the new institute is that it couples

cooperation between universities and lower, middle and higher vocational education. Another important relation which will be established and further developed and is the one with the DINALOG Top Institute. The development of new maintenance concepts and innovations is closely linked with optimising logistic processes. The supply chain being an important issue within the five maintenance sectors (process, maritime, infrastructure, energy and aviation), the Dutch World Class Maintenance Institute emphatically seeks contact and synergy at DINALOG. WCM management, which is now in the hands of the Program Office in Breda, will this year find accommodation at the DINALOG site, so that cooperation can already be started and shaped effectively and efficiently.

World Class Maintenance submits four projects at 'Pieken in de Delta'

Coordinated by the World Class Maintenance Program Office, hard work is currently being done on writing four project proposals which are to be submitted at "Pieken in de Delta's" South-West programme on 27th April, including Maintenance as one of the areas of priority. The first project is being prepared by WCM Research & Innovation. It comprises a knowledge aimed umbrella project in which different work packages will do research into the six WCM innovation themes, including physical malfunction phenomena of materials and monitoring based maintenance. The second project comprises the foundation and development of a Maritime Maintenance Platform, including an Excellent Maritime Training Centre and a Business Accelerator. The third project is a cluster project around Aviоланда which pays attention to the European Knowledge Centre for Composites and anti-corrosion and surface treatment of planes and helicopters. Finally, there are preparations for a follow-up project focusing on the further development of Virtual Reality for educational purpose.





Connect with the US business community in Brabant

The American Chamber of Commerce in the Netherlands (AmCham) is set to open a Brabant Chapter in 2010, and the plans AmCham has devised together with the Brabant Development Agency (NV BOM) in this regard are as good as complete. One of the reasons behind this new Brabant Chapter is the successful seminar hosted by AmCham and the Brabant Development Agency (NV BOM) in 2009 for American companies based in the region, which saw some 75 interested parties convening at the High Tech Campus in Eindhoven.

Objective of the AmCham Brabant Chapter:

Create a business platform to make a relevant contribution to the business climate in Brabant, within the broader scope of the American Chamber.

“Connect with the US business community in Brabant”

The AmCham Brabant Chapter contemplates hosting three meetings in 2010, each highlighting a specific matter that is of interest to US companies based in the area.

- First meeting in June
- Meetings from 4 pm – 7.30 pm
- Interesting and relevant key notes
- Ample opportunity to meet and network

Target audience:

- US companies or subsidiaries in the Brabant area
- Dutch and international companies with US connection
- Representatives from national and local government, politicians and knowledge institutions

AmCham is a non-profit and non-governmental, voluntary organization of companies that invest in and trade between the United States of America and the Netherlands.

AmCham is concerned with matters affecting the investment climate in the Netherlands.

The Netherlands is one of the most important destinations for US direct investment in the world and a major hub of American professionals living and working abroad. US business is the Netherlands' leading foreign investor.

Members of the Executive Team of the Brabant Chapter:

Mr. Amandus Lundqvist, University of Eindhoven (Chairman); Mr. Rob Fastenau, Fei Company; Mr. Rob van Zeeland, Fluke Europe, Mr. Bert Aertsen, Goodyear Nederland; Mr. Willem Bongaerts, Loyens & Loeff; Mr. Robbert Wassenaar, Philip Morris Benelux; Mr. Bodo de Wit, Brabant Development Agency (NV BOM)

FACTS & FIGURES

- Brabant is the second economy of the Netherlands
- American companies make up the largest proportion of all the foreign companies located in Brabant.
- Their 275 branch offices comprise no less than 25 percent of all foreign activities in the province.
- In terms of the number of direct jobs, the figure is even greater at 40 percent. US companies are responsible for almost 31,000 of the 80,000 jobs created to date in Brabant through foreign investment.
- These Brabant-based American companies are primarily engaged in production, logistics and the high-tech sector.

For further information, please contact:

Mrs. Riëtte Blacquièrre or Mr. Hans Scholten

American Chamber of
Commerce in the Netherlands
Schiphol WTC
Schiphol Boulevard 171
1118 BG Schiphol
T +31-20-795 18 40
E office@amcham.nl
I www.amcham.nl

Mr. Bodo de Wit

Brabant Development Agency
(NV BOM)
Goirleseweg 15
P.O.Box 3240
5003 DE Tilburg
T +31-6-152 498 59
E BdeWit@bom.nl

Bürkert combines Dutch and Belgian offices in Breda

Bürkert develops control systems for gas and liquid flows. And successfully: since its foundation in 1946 the company has grown into one of the most eminent and innovative suppliers in the industrial measuring, controlling and regulating technology. To boost its constant expansion, Bürkert has decided to combine its sites in Utrecht and Wijnegem (B) at Hoogeind business park in Breda, West-Brabant. The company wishes to emphasise that the reason for Beneluxing is not, as is the case more often than not, to cut costs and lay off staff, but to establish a professional Benelux organisation operating on the market from one common culture and strategy. Indeed, Bürkert announces that on balance there will not be any loss of jobs but that the organisation actually expects to further expand in Breda. Altogether, Bürkert will offer employment to 10 full-time employees from Belgium and 25 from the Netherlands.

www.burkert.nl



China's number one in LED lighting, SFT Lighting, to come to Breda

Recently SFT set up office in Breda to operate on the European market by its new name of SFT Europe, in which SFT takes a substantial interest. Since the old light bulb will soon disappear as a result of the regulations of the European Union, LED is the light source of the future.

In an initial phase SFT Europe and Freeway Lighting BV will be joint users of the existing accommodation on the Ettensebaan in Breda. Next, a completely new building will be constructed diagonally across from the present location. According to SFT Europe, the new enterprise will initially offer employment to some

dozens of people. With the market growing towards 2012, the number of employees is expected to run into hundreds.

SFT's preference for Breda stems from the relatively low costs of establishment and favourable accessibility. In addition, SFT turned out to be pleasantly surprised by the charms of the City of Breda and its enthusiastic local government. Also, the mayor's visit to SFT during the latest trade mission to China has been of overriding importance in forging a bond of trust, which is indispensable when doing business with Chinese partners.

Early announcement 2010 Trade Mission to China



Consequent upon the success of the 2008 and 2009 missions and on behalf of the South-West region of the Netherlands, Breda again organizes a trade mission to China. This year's mission will include a visit to the World Expo in Shanghai as well as an intensive matchmaking programme for entrepreneurs.

The trade mission aims to be an approachable and relatively inexpensive way for entrepreneurs to get more familiar with China and to investigate its market opportunities. Entrepreneurs who joined the 2008 and 2009 missions are all enthusiastic about their experiences and have generally been able to do good business during and after their trip, the

results of which range from setting up their own enterprise in China to establishing a joint venture to importing products direct from this country.

This year, too, the delegation will travel to the province of Jiangsu, near Shanghai, from 22th September to 2nd October. On the programme are visits to cities like Shanghai, Nanjing, Wuxi and Yangzhou. Attempts are being made to fully tailor the itineraries to travellers' needs. This trade mission will be coordinated by NV BrIM Breda and is organised in close cooperation with the Chamber of Commerce South-West Netherlands.

Information: b.hoogedeure@breda.nl



Spectacular Chinese New Year celebration in Breda

On 10 February Breda hosted the Chinese New Year celebration, the most important traditional feast in China. It is celebrated not only in China but by Chinese communities around the world. This year is the Year of the Tiger.

Brabant and Breda, too, maintain good relations with the Chinese province of Jiangsu. Over the past few years there have been several Dutch and Chinese trade missions and a number of cities in Brabant even have a twin city in Jiangsu. For example, Breda has a twinning relation with Yangzhou.

Apart from the economic ties, there is an ever-increasing number of cultural and educational exchange visits. Hosted by Mr Peter van der Velden, mayor of the City of Breda, the New Year

celebration was also attended by the Chinese ambassador for the Netherlands, the Queen's commissioners for Brabant and Zeeland, the consul-general for the Netherlands in Shanghai as well as local authorities and entrepreneurs from the South-West Netherlands. There was also a large number of representatives of the Chinese community in Brabant.

Especially for the occasion the Jiangsu Performing Arts Group from China came to the Netherlands for an exclusive performance. The JPAG is a professional group of artists specialised in traditional Chinese art forms such as Peking Opera, Erhu music and dance. At the end of the show they sang the specially rehearsed song called 'Brabant' by Guus Meeuwis, together with employees of 'De Nieuwe Veste' (Breda School of Music).

According to Mayor van der Velden, Breda witnessed a very successful New Year celebration, which also offered a nice opportunity to strengthen its ties with the Chinese province of Jiangsu.

After the performance the Chinese New Year was announced by the traditional Chinese dance of the lions. Next, the guests could enjoy a fully Chinese market and buffet in the City offices next to the Chassé Theatre.

Finally, there was a spectacle of Chinese fireworks outside on the Chassé canal.

The New Year celebration was organised by the Municipality of Breda on behalf of Brabantstad and in cooperation with the Jiangsu Representative Office, the Province of Noord-Brabant and the NV Brabantse Ontwikkelings Maatschappij.



Minister Van der Hoeven opens Dutch Institute for Advanced Logistics: 'Dinalog makes sure that innovation comes to life.'

On April 7th, the logistic field celebrated the official opening of Dinalog. According to Minister Van der Hoeven Dinalog will be a key player in innovative logistics: 'In 2020, the Netherlands will be the European market leader when it comes to controlling transnational goods flows. The profits made in this segment of the logistics and supply chain sector will triple from €3 billion in 2007 to €10 billion in 2020. And the key player will be the Dutch Institute for Advanced Logistics, Dinalog.'

The establishment of Dinalog is a concrete elaboration of the Innovation Program on Logistics and Supply Chains devised by the Van Laarhoven Committee. Dinalog funds and coordinates research in the field of innovative logistics. Projects which provide useable knowledge for trade and industry. Support from Dinalog Friends, and other branch associations, guarantees the availability of this knowledge within the sector. Finally, Dinalog aims to introduce the knowledge on supply chain management into the curriculums for logistics training courses.

Following on from the Van Laarhoven Committee, Dinalog has named three main thrusts for research & development:

1. Cross Chain Control Centers – the development of control centers for joint management of several supply chains.
2. Service Logistics – the management of after-sales products service.
3. Control of Hubs – control of transport movements and information flows surrounding the Dutch Mainports and hubs in the hinterland.

This year will be the launch of up to 20 related research and demonstration projects.

Dinalog ensures that knowledge is shared, that joint research is carried out, that inspiring examples are available for everyone, that innovation comes to life, that commercial activity increases. Sharing knowledge will professionalize the sector.

Dinalog literally brings parties together

Dinalog Campus will be the place to be for innovations in logistics and supply chain management. The Municipality of Breda has reserved a perfect site of 14 hectares along the main highway connecting the Amsterdam, Rotterdam and Antwerp hinterlands (the A16), as location for the Dinalog Campus.

During the opening celebration of Dinalog, Mr. Wim van de Donk, Queen's Commissioner for the Province of North Brabant and Mr. Peter van der Velden, Mayor of Breda, presented the outline for the development of

Dinalog, the campus, and stated the national and international ambition: connecting top-notch science with down-to-earth practice.

The Dinalog Campus offers an open atmosphere stimulating interaction, creativity, innovation, entrepreneurship and a collective ambition for constant improvement. This particular campus will be a state-of-the-art environment in which tests can be carried out and experience gained; to demonstrate projects and best practices; to provide facilities for sharing knowledge and/or adding new innovations; to provide the right conditions for start-ups and new businesses; and to provide effective practical education facilities.

According to the above-mentioned specific research program of Dinalog, the campus will:

- attract qualified European partners of industry with their supply chain control towers and planning departments;
- host their data centers and also facilitate their service logistics operations;
- stimulate interaction between the academic world and the private sector;
- attract university innovators in research and education;
- provide a hothouse for innovative new companies, start-ups, and for new and post-education activities.

Last but not least, the Dinalog Campus will be a meeting place for professionals in the field of logistics and supply chain management by hosting industry organisations, platforms and all kinds of intermediaries, service providers, business partners and government agencies.

Naturally, various social events will be organized during the year. As an outstanding networking organization, Dinalog will be all you need to connect with the latest insights and with your international colleagues.

Let's get inspired by Dinalog! Let's build the future of logistics and supply chains in Europe on the Dinalog Campus, Breda!

The Dinalog program is empowered by the Ministry of Economic Affairs and the Ministry of Transport, Public Works and Water Management.

The Municipality of Breda is the leading partner in the development of the Dinalog Campus, which is also empowered by the Province of North Brabant.

Dinalog Campus, c/o NV BrIM Breda

City of Breda, Economic Affairs Department

P.O. Box 2522, 4800 CM Breda

The Netherlands

+31 (0)76 5293750

www.brimbreda.nl

email: brim@breda.nl

www.dinalog.nl/campus

