

# Breda Business Update

Newsletter for international  
business accounts

Volume 9  
01 /2011

 Gemeente Breda

Breda wishes you a  
prosperous 2011!

## Breda Job Bonus

Baan Bonus Breda

As of 1st January 2011 the Breda Job Bonus has become effective. It is a bonus arrangement for any employer hiring a jobseeker from Breda in the next few months. If

you offer a one-year contract, the bonus amounts to € 10,000. Application takes less than five minutes on [www.baanbonusbreda.nl](http://www.baanbonusbreda.nl). The corresponding accountability is also remarkable for its simplicity.

[Read more](#)



## HSL railway service to and from Breda to start in April



On 4th April 2011 the Fyra high speed trains will run to Breda. This brings Amsterdam and Breda together at a little more than one hour's travelling. With Breda's link to the High Speed network there will be a high-quality connection between

Brabant and the Randstad conurbation enabling customers to travel fast and comfortably.

Mr Wilbert Willems, alderman for Mobility, Sustainability and Culture of the City of Breda: "We have had to wait for a long time, but I am very pleased to know that now it is really going to happen. I hope that now there will be a green light as soon as possible for travelling by rail to and from Breda on the HSL stretch to Antwerp and Brussels."



 BrIM Breda  
partner in business

## Upcoming events

### Economic Barometer



Unique cooperation between Avans Professional University, the City of Breda and Breda Rabobank is now to take place for the tenth time. The Economic Barometer is to be presented on Monday 7th February 2011, starting at 7 p.m. at Avans Professional University, Hogeschoollaan 1 in Breda. This year's theme is Knowledge Economy. You are kindly invited to attend.

### Chinese New Year



We would like to invite you to the celebration at Muziekgebouw Eindhoven on February 2nd 2011. The programme starts at 15.00 hours and ends at 19.00 hours. It includes a reception where you will have the opportunity to meet our other guests, many of whom have made great contributions in developing the relationship between China and the Netherlands in the fields of business, education and culture. Tickets for this event are free, but should be ordered in advance. You can register at [www.bom.nl/chinesenewyear](http://www.bom.nl/chinesenewyear). After registration you will receive a detailed programme.

Without having to change trains, travellers using the high speed link can gain a minimum of 35 minutes on their travelling time. This brings people closer together and enables them to use their time more efficiently.

#### **Comfortable**

Fyra uses comfortable intercity trains. Seats are bookable and there is catering on board.

Even this year Fyra will also run twice an hour at weekends between Amsterdam and Rotterdam. So far this only happened on work days. By increasing the frequency at the weekend it is made more attractive for customers to use Fyra at the weekend as well.

#### **More often to Paris by Thalys**

Since December 2010 Thalys increases the frequency of the number of trains between Amsterdam and Paris. It will then be possible to travel between the Dutch and French capitals ten times a day. Since Thalys uses the HSL the number of possibilities to travel has this year increased from 7 to 10 train rides a day. For customers the considerably shorter travelling time (3 hours and 18 minutes) appears to be an important reason to choose to go by Thalys.

You subscribed to this newsletter with the following e-mail:  
ksvandijk@gmail.com.

Unsubscribe from this newsletter

---

## Breda aspires to establish new WTC-linked International Business Club



**The City of Breda wishes to strengthen its international position in the next few years. Of course, this is inspired by its ambition to remain an attractive business location for companies from all over the world, but also and especially by its ambition to actively connect international companies with the city and with each other. Furthermore, the City wants to create more places and networks which bring together not only international entrepreneurs but also expats and internationally oriented educational institutes, for example.**

In the new development of the WTC the City of Breda envisions its ideal to realise this meeting point. A place where international business from Breda and its environs may gather for a networking meeting or social get-together, but also a place which serves to make presentations, have workshops and do business. The club will be not only a business network for international companies, but also for Dutch companies (wanting) to do business internationally.

The City of Breda has entered talks with the WTC developer, IPMMC Property Development, about how to set up the network. The plans are for the WTC to be surrendered together with the new Public Transport terminal mid 2014. The International Business Club is to start its activities before this date. Representatives of internationally operating companies who actively want to share with us their thoughts about this subject are kindly invited to contact Mrs Marcelle den Hooglander or Mr Boudie Hoogedeure of N.V. BrIM Breda.

---

## Vifor Pharma establishes Benelux Office in Breda



Vifor Pharma is an originally Swiss company forming the “pharma division” of the Galenica Group, which is active in the pharmaceutical and healthcare sectors. For two years Vifor Pharma had offices in the Netherlands (Utrecht) as well as Belgium (Antwerp) and has now decided to merge these into one Benelux office in Breda. On the short term 25 employees will start their activities for Vifor Pharma from the new office. It mainly concerns jobs in marketing and sales.

[Read more](#)

---

