

# Breda Business Update

Newsletter for international  
business accounts  
Printversion

Volume 10  
04/2011

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## Join the trade mission to India 4 to 10 June 2011

Provincie Noord-Brabant

In cooperation with BOM, the Chamber of Commerce and ING, the Province of Noord-Brabant is organizing a trade mission to India. It is to take place from 4th to 10th June 2011 and will be headed by the Queen's Commissioner, Mr van de Donk.



This trade mission especially focuses on the ICT, Automotive, Food, Renewable Energy and Medical Technology sectors. Chennai and Bangalore are special sources of opportunities for these sectors. That is why the plan is to pay a visit to these cities.

The City of Breda supports the provincial initiative by sending its alderman for Work and Enterprise, Mr Cees Meeuwis. Perhaps this trade mission to one of the major and booming world economies offers interesting opportunities for you. Please submit your application before 29<sup>th</sup> April 2011.

For further information, please contact Mr Ad van Abeelen of the Chamber of Commerce for Brabant at T. (040) 232 32 47 or by e-mail at [aabeelen@brabant.kvk.nl](mailto:aabeelen@brabant.kvk.nl). You can also contact Mrs Marcelle den Hooglander-Vermunt of N.V. BrIM / Breda at T. (076) 529 37 58 or by e-mail at [mapa.den.hooglander@breda.nl](mailto:mapa.den.hooglander@breda.nl)

## Breda railzone, top location for head offices

Via Breda, a Breda quarter in the making



Via Breda stands for the Railzone development in the centre of Breda. An innovative and challenging addition to the city. But, especially an enhancement of good quality.

It offers opportunities for enterprise, residence, work and culture. The entire Railzone is to acquire a high-quality aura with an international style; a gateway offering a warm welcome to

anyone arriving in the city by train. The new public transport terminal will be at the heart of Breda's new international business centre including the Breda World Trade Center.

The public transport terminal will be the vital image of Via Breda, which will become a bustling area with its integration in one single building of three railway platforms and one bus terminal and a combination of residence, retail, offices and catering. Especially the HSL shuttles for Rotterdam, Amsterdam, The Hague and Brussels will ensure a considerably better access to Breda and reduction of travelling time.

Starting 4 April the NS Hispeed will operate the fastest link Breda–Rotterdam–Schiphol–Amsterdam via the HSL – South high speed railway line. Schiphol direct from Breda in 53 minutes. Breda–Rotterdam will then be as little as 24 minutes.



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### International School Breda

The International School Breda has launched a website where interested parents and teachers can find all the information about the ISB.

Furthermore, it is now known the school will be located on the grounds of the Mencia de Mendoza Lyceum at the Mendelssohnlaan in Breda. A perfect spot.

Thanks to subsidy from the province of Noord-Brabant and a guarantee from the City of Breda the financial model of the ISB has now been arranged. The realisation of the international school demands large investment. However, even before its foundation the school has stirred a wide interest, which shows that the region needs international education and that the ISB faces a bright future.

There will be a festive opening of the ISB in August this year. For more information, please go to [www.isbreda.nl](http://www.isbreda.nl)



## Breda sets out physical countours for dinalog campus development and shifts to a higher gear

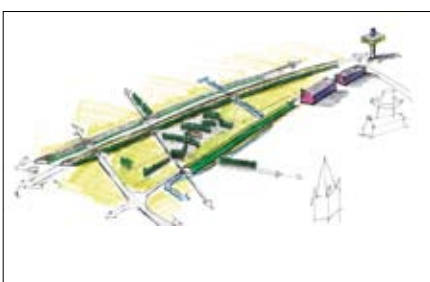
**'Couple ambition with a sense of reality.'**

**This was the challenging task facing Breda with the establishment of the Dutch Top Institute for Logistics, Dinalog (Dutch Institute for Advanced Logistics) and the assignment to develop the accompanying open innovation campus together with the government, knowledge institutions and the business sector.**

The first model survey for the campus suggests that the city has succeeded, at least as far as the principles of urban development is concerned. Furthermore, Breda added an ambition to the programme of requirements: Dinalog Campus Breda must also be a Dutch showpiece from the perspective of sustainability.

The open innovation campus for logistics, part of the national innovation programme for logistics and supply chain management 'Dinalog', will be developed on the 13-hectare Rithmeesterpark, on the west side of Breda, right alongside the A16 and the route of the HSL shuttle.

By drawing up 'spatial principles' and a 'model survey', the municipality of Breda has done the preparatory work needed for the adoption of a new land-use plan for the location 'Rithmeesterpark' in 2011 and for making a start on the construction work at the beginning of 2012.



### Floors & fields

A striking feature of the concept is the division of the site into floors and fields. A combination of urban-like, relatively dense building and open, green, linking zones. Between the buildings, an often surfaced public area will be created, with streets and squares, designed for slow traffic and service providers. Here there will be trees in tree grates, large planters and street furniture. Between the urban floors, there will be relaxed rural fields, combined in triangular spaces. These spaces will often be free from surfacing and furniture and can each take on its own quality. The space around the Bijloop will have a clear ecological signature, whilst an area on Princenhageaan will have a much more open character, so that Dinalog Campus is clearly visible from the main road.

### Open, transparent, shared and inspiring

The buildings themselves will have an open, transparent aura, so that contact between indoors and outdoors is taken for granted. An inspiring, open environment, which inspires and invites people to interact with each other. Hence too the decision, in advance, that there would be shared facilities on the site for all 'residents', within a maximum walking distance of 400 metres from all buildings. There will be parking for all buildings within a distance of 250 metres, but this does not mean that buildings will have their own car parks. The open and natural experience of the area is paramount; low traffic is therefore the motto. Parking on the edges; the urban floors alternating with the fields; and located in the centre a full range of communal facilities, such as restaurants, conference, demonstration and training facilities, a library and childcare. The proposed division of the floors and fields over the area, in a pattern with a multitude of triangles, means that the high land pressure – as a result of the programme whose realization will be spread over many buildings – will be experienced as a quality peculiar to the area. At Dinalog Campus, relatively small office units, mostly in four storeys, will be built.

### Shifting to a higher gear

The 'urban development exploration and models' and the recently presented first draft of the 'masterplan' form the basis for the newly installed steering committee (Municipality of Breda, Province of North Brabant and BOM (Brabant Development company)), to

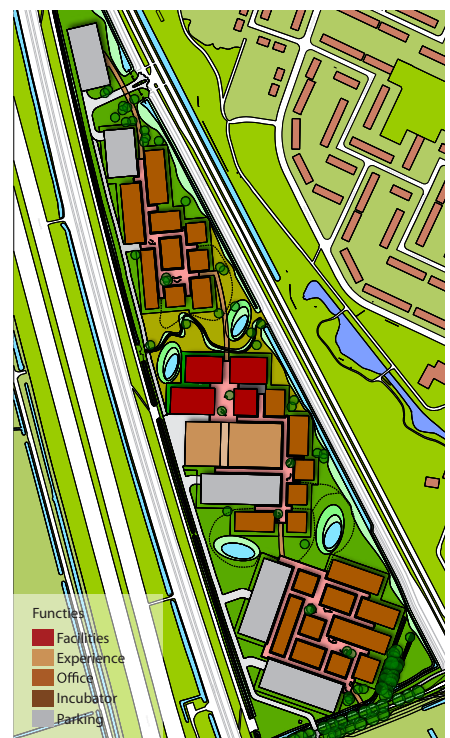
prepare the way for the new to be established Dinalog Campus organization. This new legal entity – due for this summer – will consist of various parties having their say in correspondence with their contribution. The steering committee is to concentrate on forging contacts with the market and linking multiple parties to the development of the Dinalog Campus.

### Tempo

The first tasks of the steering committee will be the formal establishment of the Master Plan for the Dinalog Campus and corresponding project plan 2011 with the planning for the various tenders and actual awarding of contracts and the preparation of the definitive organization. It is the intention of the steering committee to commence the building work in the first quarter of 2012.

### Inviting parties

"Above all, the Dinalog Campus needs to be marketed, because no matter how important we believe the social importance of innovation in the logistics sector is, it is only on rare occasions that government is also the property developer. Parties for whom this is their core business are welcome to fulfill a role within this idea, which will be monitored from the perspective of the innovation program, the authorities and the logistics sector", says Breda councilor Cees Meeuwis.



**Follow-up from previous page-****Motto**

'Let's get inspired by Dinalog' is the motto with which the Dinalog brand family is marketed internationally. For the campus, the market promise is as follows: Dinalog Campus will be the place to be for 'tout' logistics Netherlands when it comes to the development and application of logistics innovations and supply chain management concepts. It is the physical location where knowledge development, research, education and practice meet; where new insights are shared and where more and more innovations and spin-offs arise as a result of the many network activities. A breeding ground for innovation, a fertile soil for economic success – this is how the whole sector will experience Dinalog Campus.

**Strong starting position and favorable prospects**

Dinalog, as the program is now known, is on schedule. The Dutch Institute for Advanced Logistics (Dinalog) is already on the map and business and universities are participating in dozens of research and development projects. There has been strong cooperation between the entire education establishment and the business community from the beginning. The efforts from the initial period are now starting to bear fruit. In anticipation of the physical campus developments, various organizations have already taken up residence in the Dinalog property. Last February, it was announced that two large logistics companies, Jan de Rijk Logistics and DHL Supply Chain, are to accommodate a number of supply chain specialists at Dinalog.



## NDD 2011: "Inspiration and Innovation" Introduction

**The National Distribution Day is an annual event organised by NDL / HIDC. This afternoon congress focuses on a topical logistic theme. There will be not only a presentation of this theme's developments and backgrounds but also examples of good practices to offer visitors a tool to translate these developments to their own company processes.**

During the interval and when the congress has finished there will be ample opportunity for networking. We therefore aim to bring together as many visitors as possible, approximately 550 people, who are the widest possible representation of the logistic sector.

Each year the NDD is organised in a different region. Prior to the NDD, a number of NDL / HIDC members from the organising region, is offered an opportunity to organise an optional morning programme, which mostly consists of a presentation of logistic developments in the region followed by company visits.

The 24th edition of the NDD will held in Breda on 23rd June 2011.

**Theme**

The theme of NDD 2011 is innovation and inspiration. This year's NDD is organised by NDL / HIDC in cooperation with Dinalog, top institute of logistics, and the Breda region. Averaging 400 visitors over the last few years, the NDD appeared to be quite attractive to many. They all hailed from the logistic and shipping sectors, knowledge institutes, consultancy, local authorities and politics.

During the NDD 2011 we will deal with the opportunities for Dutch Logistics in future pan-European supply chains. Young entrepreneurs, who have been helped by new innovative ideas to abandon leading business models from the past of, will share their knowledge and experience with NDD visitors during an entertaining programme. Some of the questions that will be dealt with are: What can Dutch logistic companies learn from young entrepreneurs? What is the role played by innovation in finding new pan-European supply chain solutions? How can we keep distinguishing ourselves as a logistic country in the field of innovation?

Your future is closely linked with the logistic demands made the younger Y and Z generations. Be prepared for the supply chain of the future. To find out more, please attend the NDD 2011 in Breda on 23rd June!

**Programme****11.30 am – 2.30 pm**

Round trip of company visits in the Breda region

**2.30 pm – 3.30 pm**

Welcoming visitors to the afternoon congress in the Grote Kerk

**3.30 pm – 6 pm**

"Inspiration and Innovation" congress

**6 pm – 8 pm**

Informal aperitif and buffet

**NDL / HIDC**

**BREDA ECONOMIC BAROMETER**

**BREDA ECONOMIC BAROMETER 2011: A CITY'S ECONOMIC TRANSFORMATION**

Recently the Breda Economic Barometer was published for the tenth year in succession. It is a joint product of the City of Breda, Rabobank Breda and Avans University for Applied Sciences. The Barometer offers an insight into the present level and shows how Breda's knowledge economy has developed over the past few years. The first decade of the 21st century has seen a transformation of Breda's economy from a manufacturing town to a city of knowledge.

**Some conclusions**

**BREDA, CHARACTERISED BY GROWING INTERNATIONAL ORIENTATION**

With the arrival of a large number of Benelux branch offices e.g. Weight Watchers and Beckers snacks, Breda increasingly manages to establish its international position. The economy wants more and more action. Breda, and especially the inner city, manages to benefit.

**BREDA'S ECONOMIC RECOVERY CONTINUES**

In 2010 the Barometer indicates how last year's credit crunch has bottomed out, how Breda's economic recovery continues and how the anticipated expectation of a jobs crisis has not come true. Tell-tale signs of the economic recovery are the rising faith on the part of Breda's business owners and the growing number of job vacancies. An important supporting role in Breda's economic recovery is held by the city's strong point of departure, which also includes the level of the knowledge economy.

**BREDA'S KNOWLEDGE ECONOMY**

Breda is gradually becoming a city for the highly educated, not only to live here but also to work and study. Breda's developments in the field of education are a case in point.

The education level of Breda's jobs has risen considerably. Whereas in the past many of Breda's highly educated inhabitants used to work outside the city, today there are more highly skilled people coming to Breda for their work. At the same time the knowledge infrastructure has reached a new stage of development. The increase of the number of students at Breda's professional universities considerably exceeds the average number of Holland's other professional universities. The number of career courses has been extended and lectureships have been added. At middle vocational level the ROC West-Brabant more frequently manifests itself as a knowledge partner in Breda and the region. To supplement existing institutes of education, knowledge clusters have developed around logistics (Dinalog) and Maintenance (World Class Maintenance).

**BREDA'S UNEMPLOYMENT FIGURE GONE DOWN**

Unemployment is lower than a year ago and it can also be called historically low.

The full version of the Breda Economic Barometer can be consulted at [www.economischebarometer.nl](http://www.economischebarometer.nl)

According to Mr Willem-Peter Kriek, board chairman of Rabobank Breda, who presented the results of the Barometer, "Breda has all the ingredients to be able to compete with other big cities".

Figure 3 – Growth of businesses and jobs 2000 -2010 (index 2000=100)

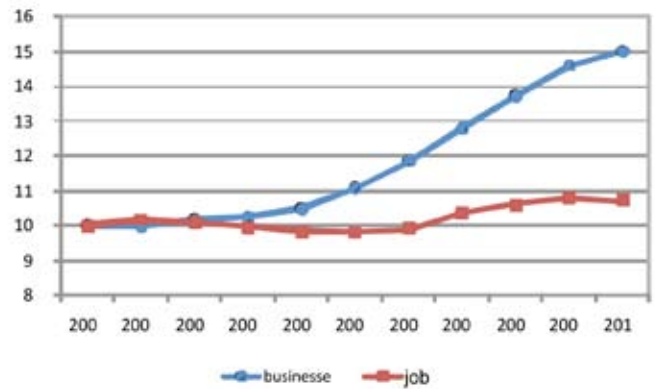


Figure 17 – Main markets of Breda companies (related to the number of jobs)

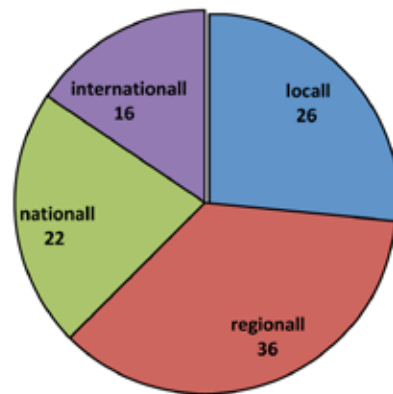


Figure 4 – Development of Employment (%) big cities 2009 - 2010

