



Breda Newsletter for international business accounts Business Update



Gemeente Breda

Breda

Newsletter for international business accounts

Business Update

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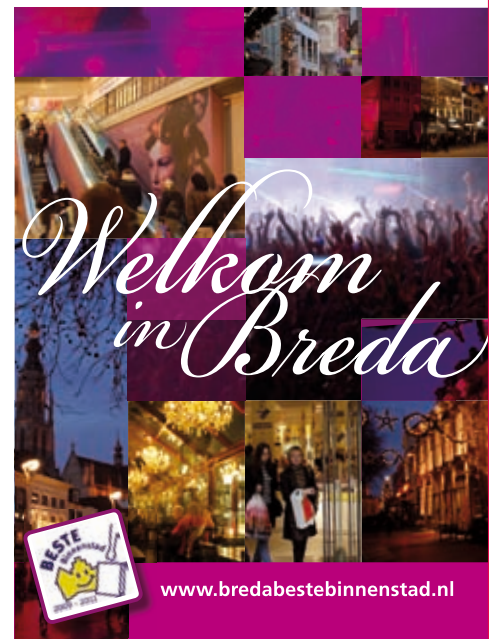
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Breda Best Inner City 2009-2011



After an honourable citation last summer together with Maastricht and Den Haag, Breda carried off the title of 'Best Inner City 2009-2011'. There was a full celebration of the title with the entrepreneurs. The experts' appreciation is the crowning glory of the work of everyone who has made an effort to make Breda's inner city into a unique experience.

On 8th October 2009 a team of experts including board members of the Dutch Retail sector, Royal Dutch Catering, the general management of the Royal Dutch Automobile Association (ANWB) and a specialised "streetologist" appointed Breda Best Inner City of the Netherlands in the big cities' category. Breda is allowed to carry this title until the end of 2011.

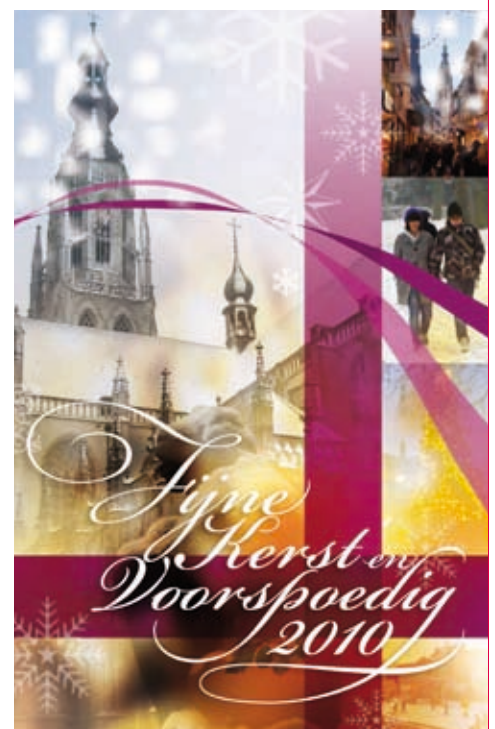
According to the jury report "...The city looks carefree, relaxed and open. The Grote Markt is the inner city's living room. There is an excellent array of independent shops. The city organises sensational events. Safety and quality of life come first. Visitors are given a hospitable welcome." This goes to prove that Breda is the place to be for shopaholics, culture vultures and anyone who likes to relax while enjoying a nice meal, drink or night

out. There is every reason now to get even more people excited about Breda in a whirling campaign of cinema commercials, ads in local newspapers and a new website.

Welcome to Breda

Whatever your plans are, Breda likes to live up to your expectations. Shopping, enjoying culture, dining and wine... our town, where the living is easy, treats you to it. Shopping in a historic setting, with all the comforts of the modern city. Parading, strolling, enjoying nice food and drink or finding peace and quiet. Going out till the early hours of the morning. Whatever you might think of, Breda offers you a treat. We give you a warm welcome. Breda makes you feel at home.

www.bredabestebinnenstad.nl



Chinese New Year 2010

The province of Noord-Brabant maintains close ties with the province of Jiangsu in China; on behalf of South-West Netherlands (West-Brabant and Zeeland) Breda has a twinning relationship with the Chinese City of Yangzhou.

The Chinese New Year is an important traditional event, which is celebrated not only in China but by Chinese people all around the world.

On 10th February 2010 Breda hosts these celebrations. The programme starts at 3.30 pm and lasts until 8 pm.

It will be an event for the Chinese people in Brabant and Zeeland. Besides, invitations will be sent to top members and representatives of the local authorities and education. And, of course, Brabant and Zeeland entrepreneurs who have or will have contacts with China are expected as well.

Especially for this occasion the Jiangsu Performing Arts Group from China will come to the Netherlands to make an exclusive performance.

Apart from the cultural part of the programme, there will be a keynote address for entrepreneurs, thematic go-as-you-please consulting hours, several information stalls and a lot more. The programme includes a Chinese food market buffet, which offers an excellent opportunity to do some networking.

For further information:
b.hoogedeure@breda.nl



New trade mission in 2010



The South-West region of the Netherlands will again set up a trade mission to China in 2010. It will take place late September or early October 2010. Shanghai and Yangzhou will be among the places visited. Much attention will be paid not only to economic subjects like matchmaking, investment seminar and company visits but also to cultural exchange. We will be visiting the World Expo in Shanghai and attending a performance of Breda musicians, who will be on an exchange programme in Yangzhou at that same moment.

For more information about the trade mission, please contact Mr Boudie Hoogedeure at b.hoogedeure@breda.nl. who is also your contact for participation.

The strength of the trade mission lies in the close cooperation between Local Authorities, Education and Entrepreneurs. Both literally and figuratively, the authorities open up doors for entrepreneurs so that they are able to do business successfully. Education provides a student assistant to do the necessary desk-top research prior to the mission as well as the interpreting during the mission while Entrepreneurs cash in on the opportunities that arise at various onsite and insite matchmaking moments.

*We wish you
a merry Christmas
and a prosperous
New Year*



BrIM Breda
partner in business

Studio 100 to establish Dutch Sales and Marketing Department on Triple O Campus in Breda as of 1st February 2009

The Dutch Sales and Marketing Department of Studio 100 Benelux is moving to the Warehouse on the Triple O Campus in Breda in February 2010. Studio 100 are the producers of Mega Mindy, Samson en Gert, Kabouter Plop, K3, Amika and Het Huis Anubis. In addition, Studio 100 is involved in TV productions, shows, films, books, video merchandising and a number of its own theme parks. Breda is delighted to have a site of this trend-setting company in the field of family entertainment in Belgium and the Netherlands. Last week Studio 100 was awarded the prize for Company of the Year in Belgium.

Together with Red Concepts, the owner of Triple O Campus, and NV REWIN West-Brabant, the City of Breda has warmed up Studio 100 for Breda. Marketing Director for Studio 100 Benelux, Mr Tom Grymonprez, says "The Triple O concept of bringing together creative and dynamic companies on a 'campus' as well as the unique site were important factors for us. Furthermore, the good living combined with a dynamic exposure, an

innovative creative sector and good accessibility from Belgium make Breda into an excellent location for our Dutch Sales and Marketing Department."

Studio 100 is a famed name and is still expanding its activities. Everyone knows their artists and programmes so both the City of Breda and Red Concepts are pleased to welcome them to Breda. It is also a tremendous boost for the Triple O Campus. Studio 100 will establish its site in the Warehouse, on the top floor of the Game Academy of NHTV professional university for applied sciences.



Wessanen/Beckers

Beckers snack manufacturer is establishing its new Benelux Head Office in Breda. It will offer employment to approximately 100 people. As Beckers thinks there will be further growth, some dozens of jobs will probably be added. Beckers is a subsidiary of Royal Wessanen NV. Beckers Benelux BV's Head Office in Breda is a merger of Beckers activities in Utrecht and Leuven. As a manufacturer of traditional snacks for many years, Beckers also runs state-of-the-art factories in Katwijk and Deurne.

According to manager Mr Jan Koeyvoets his company will achieve better results if it is more independent. Furthermore, the merger offers advantages of efficiency. Wessanen/ Beckers' preference for Breda is the location, central to the Benelux and between Rotterdam and Antwerp.

Breda to have its own WTC

Centrally located between ports like Rotterdam and Antwerp and the hub of motorways (A16, A27 and A58), Breda has had a reputation as logistic hotspot and interesting site to set up international business for many years. Breda's link with the HSL gives a new impulse. It means a high-speed rail link between Breda and cities like Amsterdam, Antwerp, Brussels and Paris. With the new OV-Terminal complex with HSL link at its heart, the station quarter will be transformed into a buzzing area combining houses, offices and shopping facilities. The theme will be 'international meetings and urban living'.

IPMMC Property, project developer from Utrecht, has obtained a licence from the WTC Association to realise a WTC in South-West Brabant. According to them, Breda and more specifically the area around the new central station is the perfect location. Not only foreign companies but also internationally oriented Dutch entrepreneurs are the potential tenants of the WTC Breda. Foreign companies are interested in Breda.

For example, the city already has an over-average number of American company sites. Furthermore, Breda houses a variety of international companies and good contacts were made recently during trade missions to China.

Initially, IPMMC will try to find one or more large tenants. These so-called 'anchor tenants' will attract others. Experience shows that a WTC is an attractive location for ambitious starting companies and fast-growing international ones. As for architecture and use of materials, the building will fit in with the new station quarter and have its own distinctive identity at the same time. The development of the building is expected to keep pace with the development of the new railway station.

Among other things, the WTC will offer a top-quality parcel of services and facilities for congresses and meetings. Thus, the WTC will become an attractive meeting place as the throbbing heart of international business in Breda.



Management of Weight Watchers Benelux - world market leader in slimming - has recently decided to close its offices in the Netherlands and Belgium (Moordrecht and Brussels, respectively) and to set up a Benelux Head Office in Breda. Initially, the Benelux Head Office will offer employment to approximately 200 people. An office will be rented in the Bijster on the (prestigious) Claudius Prinsenlaan in Breda. Since 1963 Weight Watchers has grown from a local initiative by founder Mrs Jean Nidetch into a quoted multinational. The company currently operates in more than 30 countries with 1.5 million people following one of its 40,000 courses each week. Weight Watchers are a quoted company, generating an almost \$2 bn global turnover. In deciding upon the site, Weightwatchers did not take any chances. The choice for the present location was preceded by a thorough investigation, which indicated that the Netherlands i.e. Breda has a better position in terms of operational costs next to the inescapable central location in the Benelux field of activity.

International School

Previous issues of Breda Business Update already mentioned the widely supported initiative to found an International School for the South-West region of the Netherlands in Breda. An international school in Breda would offer the many expats who are coming over to the Netherlands with their families to work in and around Breda a chance to settle in this beautiful area. It will prevent them from having to move to cities further away like Eindhoven, Rotterdam and Antwerp to find international education. Again a lot of progress has been made these past few months.



First of all, the covenant for the arrival of an international school was signed during Breda Hippique on 4th September last. The City of Breda, the Mencia de Mendoza Lyceum Breda and the International School

Foundation South-West Netherlands are joining hands to realise an international school for the South-West region of the Netherlands in Breda.

Secondly, project leader Mr Fred Gansevoort has made a lot of headway with his blueprint for virtually all the aspects of the school. It is a sure thing that the school will offer a full curriculum for pupils aged 0 to 19. This means a primary, secondary (with a complementary IB programme), as well as child daycare.

Mr. Fred Gansevoort has drafted a model of governance and financial planning for the school. Furthermore, he has plotted a course that is to lead to official recognition of the International School in Breda by the Ministry of Education in the Hague. It is important to have this recognition as it means a basic compensation for all the pupils. The annual tuition fee to be paid by parents and possibly the company they work for will be considerably reduced. The fee will also be much lower than that of other private International Schools, like the one in Antwerp.

Meanwhile, attention is being paid to the school's accommodation and furnishing, recruitment of teachers and drawing up the curriculum. The project is supported by the City of Breda as well as the province of Noord-Brabant, which calls it one of the major projects for West-Brabant. Then there is the growing group of 'founding fathers', companies offering active (financial) support to the International School Foundation. If all goes according to plan, the International School will open its doors September 2011 at the latest. It will be a tremendous boost for our city's international exposure as well as for the expat community.

Dutch 'Dinalog' Top Institute for Logistics to start



The Dutch Institute for Advanced Logistics, Dinalog for short, is definitely coming off the ground in Breda. One of its first activities will be to write the first call for proposals.

As of 1st January NV BrIM Breda, the City of Breda's investment company, will put office space available for the Dutch Institute for Advanced Logistics, Dinalog. The Institute will occupy a building at the Princenhageaan 13 opposite Rithmeester Park, which is the future location for the Dinalog Campus for Supply Chain Management.

Subject to certain conditions, the building may also be used to house other organizations related to the Top Institute and potential Campus entrepreneurs. In the near future Dinalog will move into its own building on the Campus at Rithmeester Park. It has been a conscious choice to find its premises on a 14 ha. business park in Breda. The institute will be established on the future supply chain campus with enough space, available for innovative companies in the field of logistics and supply/demand chain management.

Business as well as science are enthusiastic about Dinalog. The institute caters for a great need. This is clearly visible from the structure of the organization. Its board counts a majority of business representatives as seats have been taken by not only Mr Willem Heeren (Jan de Rijk Logistics) but also Mr Fokke van de Veer (Unilever), Mr Enno Osinga (Schiphol Airport), Mr Remco Overwater (Van Der Lande Industries) and Mr Wando Boevé (ECT). Renowned scientists from universities in Spain, France, Germany and the United States, like Professor Bernhard Fleischman and Professor Don Ratliff, are on the international advisory council chaired by Professor Jo van Nunen (soon to be retired professor of Rotterdam Erasmus University).

Dinalog management is in the hands of two directors: Mr Wim Bens as managing director and Mr Steef van der Velde as scientific director. Depending on the research questions, study groups will be set up, which will also guarantee a good transfer of results in the field of education as well as in the sector itself. The study groups will again be manned by representatives from the worlds of business and science. For the time being, the 'Human Capital' and 'Knowledge dissemination' study groups will remain operative. A small flexible staff allows Dinalog to respond quickly to questions raised by the market.

Dinalog is the meeting place for business and science, at the heart of society. www.dinalog.nl

The City of Breda is closely involved with all the Dinalog developments. The same holds good for NV BrIM Breda, especially with regard to the Campus development.

