

The Netherlands on tour: sports facilities

18 - 20 November 2024



Netherlands

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Foreword



Whether it is watching, playing or celebrating it, the Dutch love sport. More than half of the Dutch population is active in some type of sport at least once a week, it is a vital part of our daily life. Healthy lives means happier people and benefits for the whole society. Also in Italy, sport plays a central role and for sure this is something Italy has in common with the Netherlands.

Sport means a lot more than having fun. Sport contributes to a healthier lifestyle and promotes social interaction and empowerment. Sport is an important enabler of sustainable development. With the aspiration of leaving no one behind and its promotion of tolerance and respect, it can be used as a platform for economic development, social inclusion as well as sustainable innovative infrastructure. Sustainability will be at the heart of the Olympic and Paralympic Winter Games in 2026, which will be held in Milano Cortina.

The Netherlands wants aims to collaborate in delivering game-changing solutions that make sport even more inclusive, innovative and future-proof. We all strive to enhance athletes and fans' sport experience but we also want to leave behind a legacy for the industry and the wider economy, the community and the environment.

The Netherlands has a broad technological expertise and very innovative companies in the sport sector. Innovative technologies in fields like digitalization are frontrunners and essential in the sports industry. Some of them are showcased in this booklet and they are visiting Italy from 18 to 20 November 2024. During the visit they will meet Italian companies, organizations and counterparts and explore opportunities for further cooperation in the field of sport technology and infrastructure not only to make the coming Olympic and Paralympic Winter Games in 2026 even more innovative and memorable. But, because of the role of sport as a unique connection that binds people from different nations together, also to contribute more in general to a fruitful cooperation between Dutch companies and Italian sport facilities and environment.

Mascha Baak

Consul General of the Kingdom of the Netherlands in Milan

The Netherlands

The Netherlands



Locations

1. Amsterdam (and Airport Schiphol) | 2. Arnhem |
3. Assen | 4. Breda | 5. 's Hertogenbosch | 6. Eindhoven |
7. Enschede | 8. Groningen | 9. Haarlem | 10. The Hague |
11. Leeuwarden | 12. Lelystad | 13. Maastricht |
14. Middelburg | 15. Rotterdam | 16. Utrecht | 17. Zwolle |

Introducing the Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and open to new chal-

lenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



The Netherlands, your partner in sustainable solutions

Worldwide rankings

1st

Largest flower exporter
(Source: OEC, 2022)

3rd

Largest exporter of agricultural products in the world
(Source: WUR/CBS, 2023)

4th

Largest importer of goods in the world, 842.05 billion US dollars
(Source: Statista, 2023)

4th

Largest exporter of goods in the world, 934,57 billion US dollars
(Source: Statista, 2023)

4th

Leading economy worldwide by Foreign Direct Investment (FDI) inward stock, 2,86 trillion US dollars
(source: Statista, 2023)

6th

Greatest place to live
(Source: World Happiness Report, 2024)

7th

on the Global Innovation Index
(Source: WIPO, 2023)

9th

on the World Competitiveness Ranking
(Source: International Institute for Management Development, 2024)

Company Profiles



Rob van Rijswijk
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Beewan Sports Experience

Beewan Sports Experience creates captivating hospitality and fan experiences for sports clubs & events, sponsors, and superfans.

Our mission is to develop immersive environments that maximize sponsorship value and deliver unforgettable fan experiences. By designing spaces that resonate with fans, we increase engagement, amplify sponsor visibility, extend audience interaction, and improved turnover for our clients.

Enhancing experiences is at the core of our approach and is embedded in our DNA. We are dedicated to crafting innovative combinations of sports sponsorship activations, experience design, and socially relevant themes.

We design and build experience environments including skyboxes, restaurants, fan shops, business lounges, supporter homes, (temporary) fan zones and pavilions in and around sports stadiums and events.

Our most recent projects include the Olympic Club VIP restaurant for TeamNL and the sponsorship activation for Mission H2 hydrogen experience at the 2024 Paris Olympics, merging sustainability and sports for a groundbreaking fan experience.



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CM.com

CM.com is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience.



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Game On Technologies

Game On is a world leading technology company that provides a fully integrated camera and video system to elite sports professionals and sports organisations with advanced and easy-to-use video technology tools.

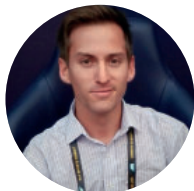
Focused on instant video feedback, Game On continuously develops software components that allow users to consume and analyse live video on the spot. Game On combines web and app technologies to perfectly balance user experience, hardware capabilities and real-time performance.

The system connects easily with other video analysis tools and will integrate smoothly into the current working process.



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Max Vargas

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GeoJunxion BV

GeoJunxion is the crossroads where fundamental, location-aware content connects with superior, customized intelligence and highly focused innovations to empower exceptional user experiences. Building on decades of experience in mapping, GeoJunxion focuses on high value, dynamic content and building environmentally conscious applications, which enrich safety in everyday life. With location-aware content at our core, we know where our strengths lie and have the know-how and technology needed to offer unrivalled, intelligent products and services.



Andrea Buralli

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GeoJunxion's Last Mile Maps are the state of art of location intelligence, wayfinding and navigation tools for indoor and outdoor venues. Such maps boost customer experience and user satisfaction allowing for stress-free efficient wayfinding and navigation at any location, for any type of mobility, including pedestrians or disabled. Visitors, suppliers and staff can benefit from a fully navigable detailed custom map on smartphones, tablets and PCs, as well as on other communication platforms, like totems, big displays and more.



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NOC*NSF

The 'Nederlands Olympisch Comité*Nederlandse Sport Federatie' (NOC*NSF) is the umbrella organisation for sports in the Netherlands and includes as its members 77 National Governing Bodies (NGBs) and 17 associated organisations, representing more than 24,000 sports clubs and 5,2 million Dutch people involved in sports. As the country's Olympic and Paralympic Committee, we develop, promote and protect the Olympic and Paralympic movement in the Netherlands.

NOC*NSF is the governing body responsible for the promotion and development of Olympic sports within The Netherlands.



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Signify N.V.

Signify is the world leader in lighting for professionals, consumers and lighting for the Internet of Things. Thanks to our energy-efficient lighting products, systems and services, our customers enjoy superior lighting quality, people live safer and more comfortable lives, businesses work more efficiently and productively, and cities are more livable.



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Sportinnovator

Sportinnovator is the Netherlands' leading sports innovation network. Our mission is to drive and implement innovative solutions for a lifetime of enjoyment playing sport and taking exercise. Sportinnovator also supports innovations that boost performance improvement in elite sport and innovations that increase sustainability in sport and sports facilities.

The main objective is to accelerate innovations and to ensure that innovations are successfully brought to market and actually applied in practical settings. The Sportinnovator ecosystem consists of Sportinnovator centres, sports institutions, businesses, knowledge institutions and municipalities.



Cathy Eijkelenkamp
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State of Football BV

State of Football BV is a sports merchandise company specializing in the design, production, and distribution of high-quality apparel, accessories, and footballs. We partner with leading football clubs and international sports organizations to create exclusive, licensed collections that cater to fans and teams worldwide. State of Football integrates sustainable practices into its operations and leverages its expertise to provide both bespoke and mass-market solutions.



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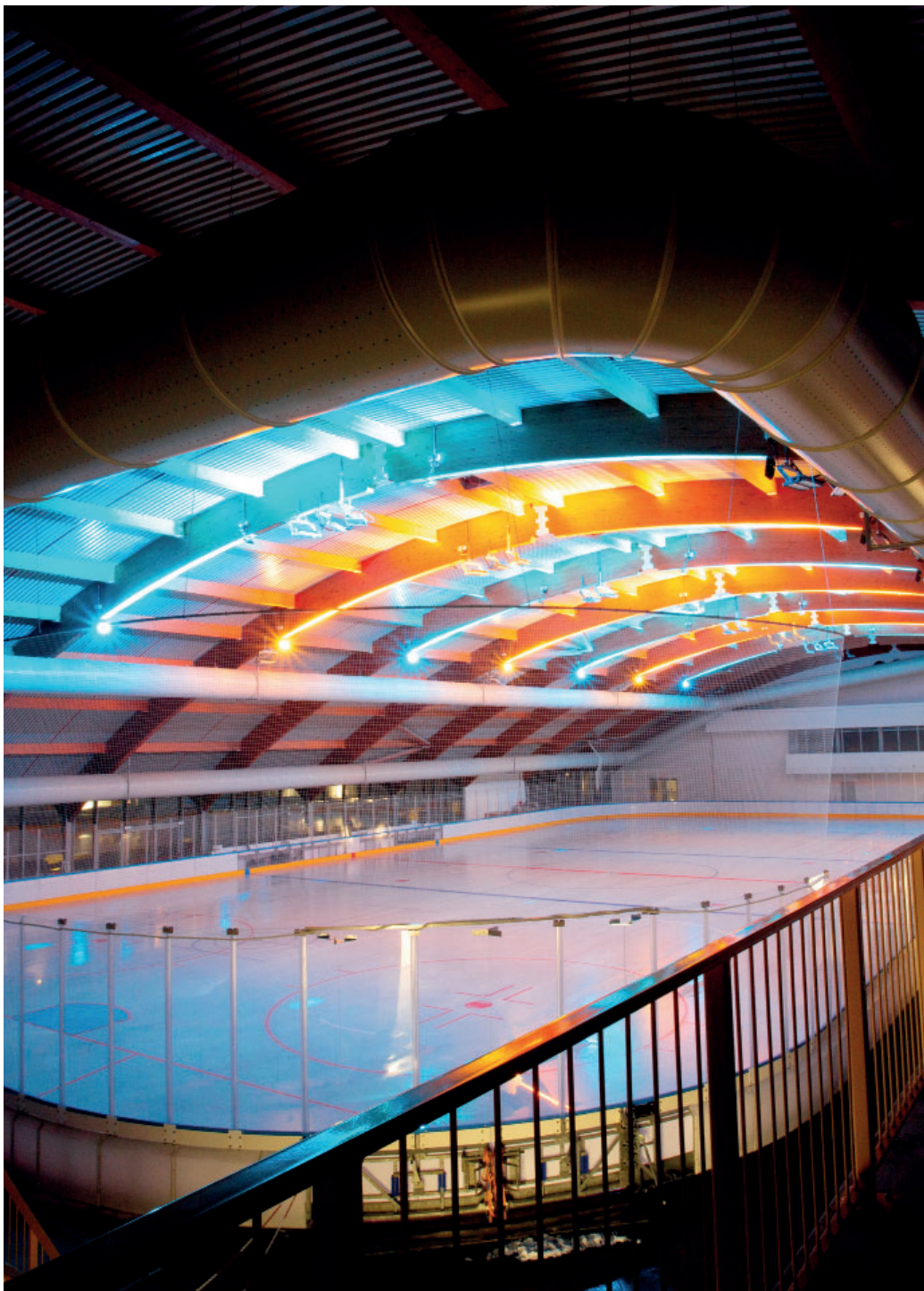
Twelve Sports & Hospitality BV

Twelve provides tailored payment solutions for stadiums, ensuring a fast, seamless experience for fans. Our systems support high transaction speeds and offer flexible payment methods, including self-service kiosks, open and closed-loop systems (credit cards, season passes), and real-time data insights for efficient operations. Stadium operators can buy/lease or rent hardware and integrate it easily with existing infrastructure, benefiting from enhanced order management during peak moments.

Twelve is a specialist in developing smart payment and ordering solutions for various industries, including sports, hospitality, events, catering, and healthcare. Founded in 2007, the company offers fast, user-friendly POS systems and self-service solutions, helping businesses improve efficiency, increase revenue, and streamline transactions. With over 15 years of experience, 10,000+ locations served all over Europe, and handling over 200 million transactions annually, Twelve positions itself as the "twelfth man," supporting its clients in achieving success. Our products include customizable cash registers, payment terminals, and self-service kiosks.



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Agenda 18-20 November

DAY 1
18/11/2024

ACINQUE ICE ARENA Palaghiaccio di Varese

Varese

Address:
via Francesco Albani, 33
21100
Varese

Milan Cortina 2026 and the Italian market analysis: a Sport&Impianti dossier

Context:

Training venue for the Winter Olympics, sports and multi-sports venue: ice sports, swimming, fitness, padel.

Topics:

Winter Olympics, statistics and the sports venue market, facilities and technologies.

AGENDA:

10.30 a.m.
Accreditation

11.10

Fabio Passoni (CMO Sport&Impianti)
with Consulate-general of the Netherlands in Milan
Opening and Introduction

11.20

Institutional Greetings

11.40

Arch. Bruno Grillini (Managing Editor Sport&Impianti)
The state of sports facilities in Italy

12.10

Corrado Bina (CEO Acinque Innovazione)
Matteo Cesarini (CEO Varese Killer Bees - Plant Manager, Ice)
Milan Cortina 2026: the role of Acinque Ice Arena

12.30

arch. Andrea Olivotto
The Ice Arena project

12.50

Focus: international expertise applied

13.00

Ice Arena Tour

13.20

Networking Light Lunch

14.15

Closing session

DAY 2
19/11/2024

ENJOY Sport Center

Cernusco
sul Naviglio

Address:

via Buonarroti, 44
20063
Cernusco sul Naviglio (MI)

Successful sports centres, cross-sectoral offer, services and communication. Between sport, education and rehab

Context:

Collaboration between public authority and private investor, project financing at the centre of a sports development with positive spin-offs for the community: quality services, sports and otherwise.

Topics:

The development of sports centres, multi-sports planning, the offer of services to sportsmen, children, families, companies, sports rehabilitation and traumatology.

AGENDA:

11.00 a.m.
Accreditation

11.30

Fabio Passoni (CMO Sport&Implants)
with Consulate-general of the Netherlands in Milan
Opening and Introduction

11.40

Matteo Gerli (Manager Enjoy Sport Center)
Redesigning and transforming a sports centre in Project Financing
Knowing the territory and differentiating: studying the offer to the person and the family

12.10

Focus: international skills applied

12.20

Enjoy Sport Centre Tour

13.30

Networking Aperitif

14.15

arch. Giuseppe De Martino (Sportium)
Visit to the Rugby Stadium building site - FIR

15.00

Closing session

DAY 3
20/11/2024

MAPEI STADIUM Città del Tricolore

Reggio Emilia

Address:

P.le Atleti Azzurri d'Italia, 1
(entrance from Viale Guido
Duo, Entrance 1A)
42122
Reggio Emilia

Italy and Football: not only stadiums, the development of owned training centres

Context:

In a panorama of mainly publicly-owned facilities, in the world of professional sports, clubs become owners of facilities and encourage performance-oriented policies not only on the part of the athlete, but of the sports facilities themselves. Stadiums to be experienced every day, upgrading, energy efficiency and attention to detail become essential key words.

Topics:

Private stadiums and training centres, development of sports facilities for high performance competitions.

AGENDA:

10.00 a.m.

Welcome and arrival at the Press Room

10.20

Fabio Passoni (CMO Sport&Impianti)
with Consulate-general of the Netherlands in Milan
Opening and Introduction

10.30

Andrea Lorenzi (Stadium Manager Mapei) with Andrea Piva (Paradello)
Works at the Mapei Stadium and turf maintenance

10.50

Alec Invernizzi (Head of Operations U.S. Sassuolo)
The role of Mapei Football Centre in the U.S. Sassuolo project

11.10

Cairepro
Design guidelines for training centers

11.25

Ferruccio Taroni (President Andes, Association of Security Delegates)
Ongoing education

11.35

Petro Benvenuti (General Manager Formula Imola - Autodrome)
Circuit evolutions

11.45

Focus: international expertise applied

12.00

Mapei Stadium Tour

12.30

Networking aperitif

13.30

Closing session

Organization

Economy & Trade Section

Via Filippo Turati 27
20121 Milan

The economic departments at the Netherlands Embassy and Consulate General in Italy are part of a worldwide economic network of Dutch diplomatic missions. They can help Dutch entrepreneurs start a business abroad and support Dutch companies in their activities on a foreign market. The Netherlands Embassy and Consulate General in Italy support Dutch companies doing business in Italy by providing information, contacts and identifying new opportunities. They organize also trade promotion activities and economic missions.



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Together with our national and international partners, we are engaged in a wide array of shared priorities and long-term public-private partnerships. We organize a variety of (international) activities, both inbound and outbound.

In leading up to Winter Olympics & Paralympics in Milano-Cortina 2026 we already conducted a market study 'Winter Olympics & Paralympics in Italy & sport system' and organized two seminars to inform and connect companies in the Netherlands to the Italian market. We did that together with our Consulate General in Milan and our Embassy in Rome, with whom we continue to work on building even better (business) relations between Italy and the Netherlands.

We are pleased to follow up on those activities and support this visit to enhance our collaboration. We are ready to team up and change the game together!

Nasrath Popal

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Notes

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