

Trade Mission Sport and Olympic Winter Games to Northern Italy

27 - 29 October 2025



Netherlands



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Foreword

Sport is more than competition. It creates opportunities, strengthens communities, and drives innovation. In Italy and the Netherlands, sport plays a central role in society. With the Olympic and Paralympic Winter Games Milan–Cortina 2026 approaching, it is also a powerful catalyst for investment, modernisation, and international cooperation.

Italy and the Netherlands share the ambition to make sport stronger, more innovative, and more accessible. This Dutch Sports Mission to Northern Italy, with focus on sustainable sports infrastructure and innovation in the lead-up to Milan–Cortina 2026, builds on earlier visits in 2023 and 2024, when Dutch delegations met Italian counterparts across the sports sector. Together, we continue to build a partnership that delivers results for athletes, grassroots and recreational sport participants, fans, and businesses.

The Winter Games in Milan–Cortina are accelerating developments in sports infrastructure, facilities, and technology. This is the right moment for Italy and the Netherlands to work side by side, bringing together their expertise to create new opportunities for both professional and grassroots sport.

Together, Italy and the Netherlands are creating stronger facilities, better experiences, and new opportunities that reach from elite to grassroots sport and extend well beyond Milan–Cortina 2026. This mission marks the next step in a growing partnership that delivers real impact on and off the field.

The Netherlands is internationally recognised for its innovative approach to complex challenges. In sport, this includes advanced facility management, digital tools for training and fan engagement, smart mobility, and concepts that improve efficiency and performance. Some of the innovative companies are showcased in this booklet and they are visiting Italy from 27 to 29 October 2025. During the trade mission they will meet Italian companies, organisations and counterparts and explore opportunities for further cooperation. Combined with Italy's sporting excellence, design strength, and industrial expertise, these innovations create strong opportunities for joint growth and modernisation.

During this third trade mission on sport we will visit sport facilities in Bologna, Turin and Milan. By working together now, we can turn the Olympic momentum into long-term opportunities that support growth, inclusion, and international success well beyond the Winter Games. That's why we also integrated a conference on long lasting impact of big sports events on grassroots.

Let's change the game in sport together!

With sportive regards,



Mascha Baak
Consul General of the Kingdom of the Netherlands in Milan



The Netherlands

Locations

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



Let's change the game together!

On the road to the 2026 Winter Olympics:
Milan and Cortina



 [NL Platform: Winter Olympics](#)

NL Interactive Story



 [View the Interactive Story](#)



Company profiles



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Beewan Sports Experience

Beewan Sports Experience: Uniting Fans, Igniting Brand. Behind every roaring crowd lies untapped potential. The challenge for clubs, federations, and sponsors? Turning that energy into measurable growth: more fans, more revenue, stronger brands. At Beewan we design and deliver immersive sports experiences that unlock this potential and create lasting impact Stadium experiences that grow (non-)matchday revenue while elevating the fan journey. With an award-winning track record at the Olympics and innovative work for clubs & brands, we bring valuable insights to create experiences that captivate fans and deliver measurable growth.

Unique Selling Points:

- Immersive 3D concepts that bring stadium experiences to life, boosting fan engagement, hospitality revenue, and sponsorship value;
- Increasing matchday and non-matchday revenues;
- Proven success at the Olympic Games, and with federations and brands, creating world-class fan and hospitality experiences;
- From strategy and design to production and implementation;
- Integrating circular materials and future-proof design.
- Creating temporary fan zones, brand pavilions, and national houses that amplify engagement and maximize impact;
- Dutch design and craftsmanship with project management and local production through trusted partners in Italy.

Beewan Sports Experience

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beewansports.com

CM.com

CM.com is a global leader in cloud software for conversational commerce, enabling businesses to connect with their customers and fans through seamless communication, ticketing, and AI driven solutions. Founded in 1999 and headquartered in the Netherlands. CM.com provides an all-in-one platform that integrates OTT Messaging, Voice, Email, and Live Chat with Ticketing and Payment solutions and Customer Data Tools.



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Unique Selling Points:

- CM.com combines communication channels (such as SMS, WhatsApp, RCS, Voice, and email) with payment solutions (like iDEAL, credit cards, Apple Pay, etc.) into one integrated platform. This makes it unique, as businesses can manage both customer communication and payments through a single provider.
- The platform supports a wide range of communication channels, including SMS, WhatsApp Business, Facebook Messenger, Instagram Messaging, RCS, and more. This allows businesses to reach customers via their preferred channel, enhancing customer satisfaction;
- CM.com has a strong reputation for reliability and scalability. The company processes billions of messages and payments annually, offering solutions suitable for both small businesses and large multinational corporations;
- In addition to communication, CM.com provides a wide range of payment services, including mobile payments, online payments, and point-of-sale (POS) solutions. This makes the platform attractive for businesses looking to integrate both digital and physical payment options.

CM.com

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Tim van Iersel

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Fotolight B.V.

Wayfinding, signage, pop up store, banners and flags, shop interior, digital displays. We work for major A Brands, like Nike, Adidas, Chanel, Rituals, Heineken, infra. AirPorts/trainstations like NS (Dutch railroad), Problem solvent capaciteit, Dutch design, out of the box, Flexible, multi disciplinair. History over 70 years.

Unique Selling Points:

- One stop shopping;
- We can take care of the total project.

Fotolight B.V.

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Gazeti B.V.

Gazeti provides a platform that makes live sports fully accessible for blind and visually impaired fans. Our solution enables real-time in-stadium audio with ultra-low latency, so supporters can follow every moment without delay. Unlike traditional radio or streaming, Gazeti ensures synchronicity with the live action, allowing fans to enjoy matches together with friends and family, anywhere in the venue. With geo-fencing, clubs can limit access to the stadium or extend it to all fans, turning it into their own audio channel. This creates opportunities for sponsorship, enhances fan engagement, and helps clubs comply with the European Accessibility Act. With Gazeti, inclusivity and innovation go hand in hand—making sports truly for everyone.

Unique Selling Points:

- Audio perfectly synced with live action, no delay;
- Accessible for blind and visually impaired fans, anywhere in the stadium;
- One-click access, no app download or registration needed;
- Geo-fencing for stadium-only or wider reach; club-branded audio channel;
- Brings visibility for partners while showcasing social impact;
- Helps clubs meet new accessibility requirements;
- From F1 Dutch Grand Prix to Paralympics Paris and European Championships to Dutch Football league.

Gazeti B.V.

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Martijn Versluis

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Greenmax Group

Greenmax Group are specialists in sustainable urban greening, offering intelligent tree pit systems, root guidance, root protection, and integrated water management solutions. From sports fields and parks to urban streets and plazas, we help cities create resilient green infrastructure that works in harmony with the built environment. Our systems ensure healthy tree growth, protect underground utilities, reduce surface damage, and manage stormwater at the source. By uniting green spaces with smart design, we make cities cooler, cleaner, and better equipped for the future.

Unique Selling Points:

- Modulair system height ajustable;
- Working with recycled products;
- High stock volume and own production;
- Inhouse engineering and 30+ year tree knowledge.

Gazeti B.V.

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Reyndert de Boer

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Losberger de Boer

Losberger De Boer is a global leader in modular space solutions. For more than a century, we have been designing, producing and delivering temporary and permanent structures that combine quality, reliability and flexibility. Our name is recognized worldwide for excellence in tackling the most complex space challenges. We offer a unique scope of solutions: from world-class event venues to scalable commercial and industrial facilities, and public infrastructure such as schools, sports halls and healthcare buildings. Whatever the project, we provide a complete, one-stop solution that is delivered on time and right the first time.

Unique Selling Points:

- Global leader in modular space solutions;
- Recognized worldwide for excellence in tackling the most complex space challenges;
- Unique broad scope of solutions for events and industry;
- Our brand promise to deliver quality and flexibility;
- EcoVadis Gold label on sustainable performance.

Losberger de Boer

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Anne Marie van Duivenboden

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NL Actief

The Netherlands has approximately 4.3 million fitness participants. That's no surprise, because fitness is available for almost all target groups and objectives. Fitness is not technically difficult and can be done wherever, whenever and with whomever you want. It is of the utmost importance for every athlete to exercise in a way that suits him or her. This way you can reach your goal faster and enjoy your sport for the longest time. NL Actief stands for quality, of locations and professionals. And we are continuously working on this, by, among other things: Independent NL Active quality mark for fitness clubs
A transparent online quality register of locations and professionals. Agreements on required professional competencies, independent assessment and free registration.

Unique Selling Points:

- Representation on behalf of the sector in the national Sports Agreement;
- Group discount on contributions to music and visual rights organizations;
- Contact with vocational education institutions to align with professional practice;
- Benefit from our partnerships with insurers (health) and The Legal Department;
- Attractive promotions from partners such as De Leestafel.

NL Actief

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Remco Voorhorst

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Siip Group

siip.group

Siip develops innovative identity-based access solutions for sports and live events. By linking real identity to access rights, Siip enables ticketless entry, personal communication and seamless fan experiences. Clubs and event organizers use Siip's technology to securely connect fans across ticketing, membership, and loyalty systems. Our platform integrates with existing infrastructure and complies with European privacy standards, helping organizations modernize operations while keeping control of their data and relationships. Siip is based in the Netherlands and active across multiple sports and venues.

Unique Selling Points:

- Fans enter and interact through verified personal profiles;
- Fans can transfer tickets easily within the organizer's rules;
- Ticketless entry, instant verification, and personalized communication;
- Full data ownership for clubs and event organizers;
- Integrates smoothly with existing ticketing and access systems;
- Fully compliant with European privacy and security standards;
- Proven in professional football, scalable across all sports and live events;
- Enhances venue safety by enabling enforcement of stadium bans and access restrictions.

Siip Group

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siip.group



Cathy Eijekelenkamp

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State of Football

State of Football is leading provider of bespoke sportmerchandise, delivering exceptional products that capture the unique essence of each club, foundation or client we work with. We are dedicated to offer outstanding merchandisecollections that truly resonate with fans and represent their team in the best possible light. We take a personalized approach to every project, working closely with our partners to understand their brand identity and create collections that resonate with their fans. Our team brings years of experience in product design & development, ensuring that we create merchandise collections that exceed our partners' expectations. From jerseys to scarves; We offer a wide range of products tailored to each club's needs.

Unique Selling Points:

- From design, creation & production to distribution and inventory management;
- Focus on identity & fan experience;
- International portfolio of top clubs, federations, and global events;
- Approximately 80% of revenue comes from export;
- Distribution across all of Europe;
- Product innovation and customization;
- Sustainability embedded in business operations.

State of Football

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The Netherlands
stateoffootball.com



Damian François

CEO

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Techonomy

Techonomy is a technology-independent digital partner helping sports organizations unlock business growth through data and fan-centric strategies. We centralize and activate fan data to deliver measurable impact through targeted performance, engagement campaigns and business strategies. With a team of over 75 specialists, Techonomy works with leading clubs, leagues, and federations across Europe and Australia, creating connected digital ecosystems that enhance both fan experience and commercial results.

Unique Selling Points:

- Technology-independent digital partner combining strategy, data, and execution;
- Proven expertise in centralizing and activating fan data to drive measurable growth;
- Deep understanding of the sports and football ecosystem across Europe and Australia;
- Integrated approach: from digital infrastructure to campaign delivery and optimization;
- Team of 75+ digital specialists, data & AI specialists, and strategists with a passion for sport;
- Long-term partnerships with clubs, leagues, and federations built on collaboration and trust;
- Focus on both fan engagement and commercial performance through data-driven innovation;

Techonomy

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Usono B.V.

Usono is a medtech company specializing in innovative ultrasound solutions that make medical imaging easier, more consistent, and more dynamic. Our flagship product, the ProbeFix Dynamic, enables clinicians to perform hands-free ultrasound imaging during patient movement. This allows for more accurate diagnostics, supports guided treatments, and deeper understanding of musculoskeletal function in motion. By combining cutting-edge technology with clinical needs, Usono empowers healthcare professionals to improve patient care and treatment outcomes.

Unique Selling Points:

- Certified according to European medical standards, ensuring safety and reliability;
- Hands-free ultrasound imaging provides real-life insights how the body functions in motion, not only at rest;
- We work with our clients to adapt our products and/or develop dedicated tools for innovative and challenging applications;
- Used by universities, clinics, and research centers worldwide, supported by clinical studies and publications.

Usono B.V.

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Yellow Jersey B.V.

Yellow Jersey is a sports marketing agency specialized in marketing and content creation. For content creation, we have our own in-house team. We love sport. For us, it's about experiencing sport in the broadest sense of the word. You can experience sport by actively taking part (being more active). You can experience sport by watching it. Sport is a unifying force, both socially and commercially. From this mission, we want to make people healthier and happier. From this mission, we also want to help organizations both harness the power of sport and contribute to it. Directly and indirectly.

Unique Selling Points:

- We are a sports marketing agency with in house content creation like videography, photography, design.

Yellow Jersey B.V.

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Organisation



Kingdom of the Netherlands

Consulate-general of the Netherlands in Milan, Italy

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netherlandsandyou.nl/web/italy

The Netherlands Consulate General in Milan represents the Dutch government in northern Italy, promoting economic diplomacy and supporting Dutch enterprises operating internationally. The Consulate serves as a platform for collaboration among governments, businesses, and research institutions, fostering innovation and strengthening bilateral relations between the Netherlands and Italy.



Roeland Slagter

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Netherlands Enterprise Agency

Netherlands Enterprise Agency

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The Netherlands Enterprise Agency (RVO) supports entrepreneurs and organisations in investing, developing, and expanding their businesses and projects, both in the Netherlands and abroad. As a government agency under the Dutch Ministry of Economic Affairs, we foster collaboration, strengthen partnerships, and accelerate sustainable growth through our funding programmes and extensive networks.



Celine Koppers

Business Developer Italy and Switzerland



Sportinnovator

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Sportinnovator is the Netherlands' leading sports innovation network. Our mission is to drive and implement innovative solutions for a lifetime of enjoyment in sport and physical activity.



Paul van der Kolk

Senior Economic Advisor



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Handelsroute.nl supports entrepreneurs in realizing their international growth ambitions. We do this by organizing:
Outbound trade missions - Advise - Inbound trade missions
- Events - Matchmaking.



Fae van der Jagt

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