

# Trade mission to the United Arab Emirates and Expo 2020 Dubai

31 October - 4 November 2021



Netherlands

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# Foreword



It is a privilege to lead this economic mission to the United Arab Emirates and Expo 2020 Dubai, the first world exhibition to be held in the Middle East.

The UAE and the Netherlands have excellent bilateral relations. Our bond is historic, our bilateral trade volume is vast and we find common ground in our position as economic hubs for our respective regions. This visit to the UAE and Expo 2020 Dubai from 31 October to 4 November is well timed, as it coincides with the celebration of the Netherlands' National Day on 3 November.

The Dutch business delegation of this trade mission is headed by Ingrid Thijssen, president of the Confederation of Netherlands Industry and Employers (VNO-NCW). Through a varied program, participants are encouraged to learn more about economic opportunities, explore new projects and connect with business partners. Expo 2020 Dubai serves as a unique venue for such interactions. The Netherlands Pavilion at Expo 2020 Dubai highlights Dutch knowledge, expertise and innovations in the areas of water, energy and food. Its circular approach is a powerful example of how sustainable connections can be made between these areas. It also showcases the Netherlands as a partner in the search for sustainable solutions to challenges relating to water scarcity, the energy transition and food security. In this way it is also helping to achieve the Sustainable Development Goals. I hope the holistic approach of the Netherlands Pavilion and the Dutch innovations underlying it will be a source of inspiration for you and this mission.

I am confident that this economic mission will unlock new opportunities and foster lasting commercial relationships, thereby strengthening the close ties between the UAE and the Netherlands.

I wish all the participants a successful mission, and I look forward to meeting you in the UAE.

Tom de Bruijn  
*Minister for Foreign Trade and Development Cooperation*

# Foreword



Our world is experiencing two major trends in urbanization and climate change. Together, we need to take action and change our current way of living. Change is needed in the way we produce and use energy, food and water. If we do it right, this interconnected nexus will be the cornerstone for a more sustainable future. We need to work together and create the innovations that will drive this. Only then will governments, citizens, companies and research institutes worldwide jointly deliver a pathway towards a better tomorrow.

The Netherlands plays a leading role in the areas of food, water and energy. Through international entrepreneurship, an open and innovative economy and the natural position as 'gateway to Europe', the Netherlands has been able to maintain and improve this position. Smart cities and smart ports like Rotterdam and Dubai are setting future standards for excellence, in close collaboration and sharing knowledge with citizens, inventors, artists, developers, research and knowledge institutions and companies. Hotbeds of innovative businesses are springing up across these cities, with attractive surroundings and proper public transport. Closed loop recycling and green energy are rapidly becoming the norm. The search for solutions to global challenges also requires international collaboration, sharing knowledge and natural resources. We have to do it together.

Expo 2020 Dubai is a generational opportunity to further accelerate these developments. The theme 'Connecting minds, creating the future' resonates with all involved. It is an exciting and positive get-together of likeminded people with a common goal. I am proud to be accompanied by a delegation of businesses and academia that look to connect with the world. Not only to foster existing relations, but also to make new connections and learn together how to work towards a sustainable and prosperous future.

Ahmed Aboutaleb  
*Mayor of Rotterdam and Expo Champion*

# Foreword



It is wonderful to be able to travel again. I have been head of business delegations several times during trade missions the past 1,5 years, but always virtually – during virtual journeys.

On October 31st our (physical) program starts in the UAE, a region with which we hold a strong trade relationship and it is one of our most important export markets in the Middle East.

This is a very special year for Dubai especially. It's hosting the World Exhibition; the EXPO 2020 Dubai. It's offering a global stage for countries and businesses from around to world to showcase what they have to offer, what they are good at. To meet, match, mingle and learn from each other – get inspired by each other! This is perfectly captured in the EXPO's slogan 'Connecting minds and Creating the future'.

It is great to visit Dubai in the good company of our King and Queen, our Minister of Foreign Trade and Development Cooperation, Mr. Tom de Bruijn, and with an impressive group of Dutch companies with a strong entrepreneurial and innovative spirit awaiting to support the UAE's economy. And face up to global challenges together.

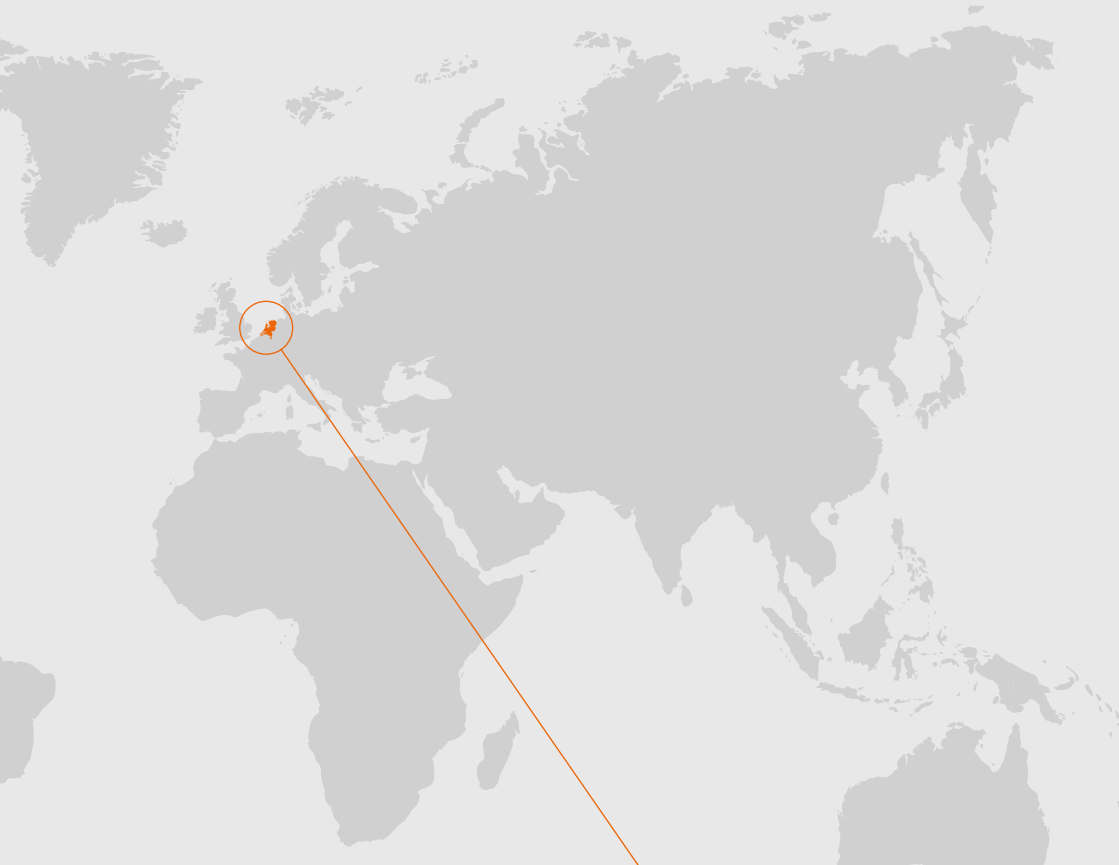
The business delegation represents a variety of sectors that are relevant to the UAE's economy. Our Nexus of Water, Energy and Food shows and offers our expertise, ambitions and smart solutions for and between these specific sectors. But also in the field of logistics, port development and sustainable urban development we have professionals travelling with us. I am proud to be the head of this versatile business delegation during this trade mission.

During seminars, meetings, company visits, networking events and of course our 'National Day at the EXPO site', companies from the UAE and the Netherlands will find new windows of opportunity to strengthen the valuable bilateral trade relationship further.

We are committed to bring our long and good relationship with the UAE to a next level.

Ingrid Thijssen

*President of the Confederation of Netherlands Industry and Employers VNO-NCW*



## The Netherlands

### Locations

- |  |                |
|--|----------------|
| 1. Amsterdam<br>(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     |



# 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 challenges, 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.





## Worldwide ranking

- 1st At WEF's ranking of most competitive economies in Europe. 4th in the world. (WEF, 2019)
- 1st Production and auctioning of cut flowers and flower bulbs
- 1st World's largest flower exporter
- 2nd Largest exporter of agricultural products in the world (WTO, 2019)
- 4th Best at Global Innovation Index (GII, 2019)
- 5th Greatest place to live (World Happiness Report, 2019)
- 6th Largest exporter of goods in the world (CIA World Factbook, 2019)
- 7th Largest foreign investor in the world (1,256 billion US dollars)
- 7th Largest recipient of foreign investment in the world (801 billion US dollars)
- 8th Largest importer of goods in the world (507 billion US dollars)

## Facts & Figures

- **Official name** Kingdom of the Netherlands
- **Form of government** Parliamentary democracy (cabinet of Prime Minister and Ministers) within a constitutional monarchy
- **Head of State** His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- **Capital** Amsterdam
- **Seat of government** The Hague
- **Administrative structure** The kingdom consists of four entities. The Netherlands and three territories in the Caribbean: Aruba and Curaçao and St. Maarten. Number of provinces 12. Special municipalities: The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean.
- **Surface area** 41.543 km<sup>2</sup>
- **Location** Western Europe, by the North Sea, bordering Belgium and Germany
- **Number of inhabitants** 17.4 million (2021)
- **Number of inhabitants per km<sup>2</sup>** 517 (2021)
- **Monetary Unit** Euro
- **Languages** Dutch and Frisian (On the overseas islands also English and Papiaments)
- **GDP per capita** 51,064 euros (World Bank, 2020)
- **Unemployment rate** 3,1% (CBS, 2021)
- **90% of all Dutch people** speak English

# The UAE and the Netherlands:

## Continuing the dialogue on water, energy, food and sustainable urban development

191 countries, millions of visitors. In November 2021, we will present the Netherlands to the UAE, the Gulf and the global community at Expo 2020 Dubai as part of the trade mission on sustainable urban development. The Netherlands pavilion is a miniature biotope, where we bring together sustainable innovations on the crossroads of water, energy and food.

Economic ties between the Netherlands, the UAE, and the rest of the Gulf region are strong, and our participation in Expo 2020 Dubai aims to strengthen this relationship. The Expo also presents a unique opportunity to discuss common challenges and work together on the Sustainable Development Goals. After a successful virtual mission earlier this year, we are excited to continue the dialogue on water, energy, food, logistics and sustainable urban development in-person during this mission to the UAE during which we will visit Expo 2020 Dubai. Minister for Foreign Trade and Development Cooperation Tom de Bruijn and his delegation of public and private organisations are looking forward to meet new partners for solving global challenges and deepen relations with existing partners in the Gulf and beyond.

With the mission kicking off on the 31 October, UN World Cities Day, we bring together representatives from the UAE and the Netherlands to explore the nexus between water, energy, food and urban resilience. By sharing our insights and learning from each other we can rethink the way we use scarce resources and meet the growing demand for water, energy and food.





### Working together on common challenges

Our shared challenges include water management, transitioning to sustainable energy, achieving food security, sustainable construction and urban design, amongst others. These issues are particularly pressing in the desert regions of the Gulf, where countries rely on food imports and water scarcity is real. The Netherlands has experience and expertise to offer that can help the UAE to diversify its oil and gas-oriented economy and make existing buildings more sustainable and retrofitting. We address all these challenges and more during this mission and at the NL pavilion at Expo 2020.

By joining this mission and visiting the NL pavilion, you will find out more about how we can sustainably grow food, harvest water and generate electricity, all in a naturally controlled climate system. See for yourself how we grow food in a giant green cone or vertical farm, how Ap Verheggen's solar-powered Sunglacier turns desert air into a continuous supply of safe and clean water, or how Marjan van Aubel's solar cells in the pavilion's skylights provide the pavilion with electricity.

With our expertise in urban water resilience, sustainable and smart water management to hydrogen, solar energy, agrolistics, innovative horticulture and sustainable cities, we can make an important contribution to preparing the UAE for the future. Likewise, collaborating with the UAE can provide the Netherlands with valuable insights with regard to the application of innovative solutions in different geographical circumstances.

In the Netherlands, companies, knowledge institutions and government organisations work across sectors to develop the technologies and solutions of the future. We believe that only when we work together, we can secure a sustainable future for all. Once more we extend this invitation to collaborate to our partners in the Gulf and beyond. Let's continue the dialogue on water, energy, food and sustainable urban development, during this mission and at Expo 2020.

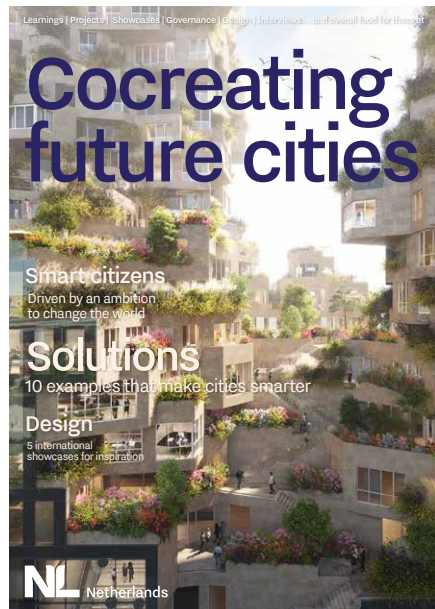
# Smart City Magazine

As our cities become more densely populated, pressure on public spaces are on the increase. At the same time, citizens want to see more greenery, experience less traffic congestion and breathe in cleaner air. Add the consequences of climate change and the pandemic to the mix. And you have quite a challenge on your hands.

In the past year, digitisation has taken off, turning urban areas into smart cities. This opens doors for international and global collaboration between newly connected cities. The current challenges bring a lot of interesting opportunities for city living. Accelerating the transition towards sustainability, circularity and climate adaptation.

Our goal is to create a smart city where people can live and work in a carefree way. This requires innovation and collaboration. After all, innovative projects only get off the ground when city hall works together in partnership with residents and entrepreneurs.

Find out more about how we in the Netherlands integrate new technologies into existing infrastructures in our smart cities magazine: *Cocreating Future Cities*.



## Featured in this edition:

- What do future cities look like?
- Sustainable solutions for urgent global challenges
- A glimpse of a future-proof city
- Turning waste into treasure
- Growing an urban forest.
- How smart technologies will influence our future lives



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# Company Profiles

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## Agri & Food

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## Atradius Dutch State Business

Atradius Dutch State Business (ADSB) is the official export credit insurer of the Netherlands. On behalf of the Dutch government, we offer exporters of capital goods, internationally operating contractors, banks and investors a wide range of insurance and guarantees for risks when doing business abroad.



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Export credit insurance is complementary to the private credit insurance market and is therefore mainly intended for transactions that are difficult to insure due to long credit terms, or the size of the transaction.

This often concerns the delivery of capital goods such as machines, ships or greenhouses with a credit term longer than twelve months or transactions with completion periods longer than twelve months, such as large contracting works.

For credit insurance on behalf of the government, international agreements apply such as a maximum financing of the contract amount of 85% and usually a maximum credit term of 10 years. Dutch exporters can insure themselves via Atradius against, among other things, payment risks, debtor risks and country risks.

We offer products such as:

- Insurance of suppliers credit or buyers credit
- Direct Guarantees
- Counter Guarantees
- Insurance of working capital

### Atradius Dutch State Business

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# certhon

## Certhon



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Certhon develops turnkey, custom-made solutions for the most high-tech horticultural projects, anywhere in the world. Certhon has more than 125 years of experience in horticulture and is based in the Netherlands. With 150 highly trained experts, the company has all the knowledge, know-how and technologies under one roof to enable entrepreneurs all over the world to produce local, fresh food.

Certhon focuses on turnkey greenhouse projects, indoor farming, LED lighting, technical installations and innovations such as autonomous growing and robotization of for example harvesting crops. Certhon's solutions are innovative and sustainable; achieving a solid return on investment for the client is central to Certhon. Each technical and agronomic solution is extensively tested by the Agronomy department in Certhon's own Innovation Centre. In the Certhon Innovation Centre, our plant scientists and technology experts are doing research at the optimization of technologies in the field of indoor farming. The combination of Certhon's knowledge of plant and technology makes the company the ideal partner to find the best cultivation method for a certain type of crop. Certhon does not only advise on the best cultivation systems but can also integral design and build the horticulture project with all the technologies required.

As of 2020, Japanese company DENSO has become a co-owner of Certhon. DENSO is known worldwide for the largest and very best robotics technology and creates highly advanced products. With 90% of the cars in the world having DENSO components, the Japanese company is no stranger to high-tech. By combining DENSO's knowledge and expertise in automation with Certhon's advanced horticultural technologies and know-how, next gen growing systems are developed for implementation.

## Certhon

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## Dutch Greenhouse Delta

### Breaking New Ground Together

Worldwide, demand increases for self-sufficiency in the production of high quality, healthy, fresh and affordable food. It requires a whole new ecosystem to substantially increase the supply of safe, nutritious and tasty food.

The Netherlands is the world champion in horticulture per square meter, thanks to a unique 'ecosystem' of growers, suppliers, greenhouse builders, installers, seed breeders, research institutes and universities. Our continuous collaboration between business, government and Universities, ensures that we can constantly innovate. Our proven solutions in the horticultural industry, combined with long-term cultivation support and guidance can provide a year-round production of fresh and healthy food, even in the middle of the desert. This 'Dutch Delta' offers opportunities and solutions for the world.

Dutch Greenhouse Delta aims to contribute to the provision of sufficiently healthy, affordable, nutritious and safe food, produced sustainably and locally. We promote the Dutch horticultural sector worldwide. Dutch Greenhouse Delta is the one-stop shop for complex, large-scale projects concerning food and floriculture issues in growing megacities. By working together with Dutch state-of-the-art partners in horticulture, we bring an integrated Fork2Farm solution that offers a complete ecosystem consisting of science, enterprise, education, and the government.

### Dutch Greenhouse Delta

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## Fresh Produce Centre

Fresh Produce Centre is the industry association and centre of expertise in the Netherlands, for fruits and vegetables, with a global outreach. It is a network of close to 325 members. The Dutch fruit and vegetable sector meets a global need for healthy food. We have seen strong growth in the production, import and export of fruit and vegetables in recent decades. The fruit and vegetable sector has become a key driver of the Dutch economy. Total commercial sales of fruit and vegetables in the Netherlands are worth approximately € 18 billion, with members of Fresh Produce Centre accounting for around eighty percent of these sales.

We support member companies in international trade, access to markets worldwide and inform them about food safety, phytosanitary issues, customs and precompetitive market intelligence.

### We focus primarily on several key fields:

**Food Safety:** inform our members of any changes in regulations about residue levels or labelling requirements.

**Nutrition and Health:** about influencing the society and its people to add more fruits and vegetables to their daily diet.

**Market Issues and Statistics:** the fruit and vegetable knowledge centre for data analysis in the areas of production, trade, retail and consumers. Contribution to market expansion.

**Logistics and ICT:** facilitates developments in which the Netherlands retains and continues to develop its unique position as a logistical hub.

**Labour:** It is important that working conditions and terms of employment are properly organised.

**Common Agricultural Policy:** The member states of the European Union (EU) promote the development of agriculture and horticulture in a common EU policy.

**Sustainability:** working together on various themes as Crop protection, water consumption, waste prevention and CO2-reduction.

### Fresh Produce Centre

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## Global Green Team

Meet the Global Green Team, a global partner in fruits and vegetables. We simplify complex international trade in fresh fruits and vegetables. In doing so, we make fresh and nutritious products available to everyone in the world. Because the fresher the product, the better the quality. That is why we ensure the supply chain is kept as short as possible.

Global Green Team is a member of Harvest House, an international cooperative of salad growers. We grow our fresh and nutritious salads ourselves. As a result, we can deliver the freshest tomatoes, sweet peppers, and cucumbers. However, we also work closely with other specialised partners in the fruit and vegetable chain; not only in the field of cultivation, but also in the field of packaging, logistics, and marketing (including trade marketing). Together, we ensure the shortest route from producer to consumer. Our aim is to provide fresh fruits and vegetables of perfect quality.

We are always looking for new ways to ensure that our fresh products are even fresher when delivered to our customers. We work together with our growers and partners to find efficient solutions. This is why we grow food worldwide, close to where our buyers are.

The growers at Harvest House use as little fossil energy and water as possible for cultivation and support biodiversity. And we are always looking for sustainable solutions in our own business operations. We take a smart approach to our logistics processes and think about sustainable packaging. Alongside sustainability, hygiene and food safety are extremely important in every link of the supply chain. We have been awarded several certifications that guarantee our quality.

### Global Green Team

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**Ard van de Kreeke**

CEO

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## Growy

We see a world that can still be won. This would be a place where the earth is not depleted and all proceeds are divided fairly. Tasty, healthy and affordable food would be available for everyone. It would feature greener cities and more space for nature. We are cultivating this world through our Next-Level Farms, where we grow nutrients in the form of leafy greens, herbs and microgreens in a climate-positive system. We control all Growy farms and houses from a central cockpit in Amsterdam where we have dashboards for everything – crop growth, technology, finances, etcetera. Data is collected, monitored and adjusted.

We do everything to deliver on three promises:

- Next-level tasty  
Our plants are indescribably delicious. We refine taste, color, smell and bite by meticulously tailoring light, climate and nutrition conditions to what the plant requires at a specific moment.
- Next-level healthy  
Our crops are rich in vitamins, minerals and antioxidants. And our way of growing is clean. We do not use pesticides, fertilizers or land. We get water, food and energy from organic waste, such as from food that has passed its best-before date.
- Next-level affordable  
Fully automated: from sowing to packaging, it's all done hands-free. The cost of our products is significantly lower than other vertical farmers. This is due to our fully automated process. Our farms are relatively cheap to build and operate.

Tasty, safe and nutritious food is a human right. It's the basis for health and dignity. We contribute to this right via a bag of affordable, tasty and healthy leaves.

Looking for a partner to grow further, together.

## Growy

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## GSES System



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Traditional sustainability reporting is time-consuming and expensive. With the overload of complex information and regulations, it is challenging to understand, measure, and manage your sustainability performance without any help. The Global Sustainable Enterprise System (GSES®) is a recognized platform that helps you rate, verify and certify your sustainability performance on the process, supply chain, and product level. No more confusion due to an overload of complex information and regulations. Our system easily, and cost-effectively aligns over 500 ecolabels and sustainable certificates and uses worldwide accepted standards to holistically measure sustainability performance.

Our Meta-standard combines all your sustainability certifications and reports into one asset that proves your commitment and compliance to sustainability.

Get your company aligned with the taxonomy law and SASB standards with the GSES Taxonomy System.

Search verified sustainability data for organizations, product, brands, services, and projects.

Gather your already achieved certifications and reports on our platform and apply for a Meta-standard rating!

Using our Assets feature, measure the sustainability performance of your real estate assets based on sustainability measures

With the GSES Blue Planets e-commerce module you can display verified sustainability ratings to your clients.

You can request independent verifications and audits to prove that your results are based on accurate sustainability claims.

GSES System has international clients like World Expo 2020 Dubai, ABN Amro, Univé, Jumbo Maritime.

**GSES System**

The Netherlands

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## Harvest House

We make world's most efficient, sustainable, hi-tech and fresh vegetable-production possible on a local scale.

### Leo van der Lans

“With smart agribusiness, I guarantee top-quality tomatoes in the Netherlands to be exported around the world. Why not bring the production to the local consumer?”

### Arno Verboom

“So far great tomatoes are produced far from the place where it is consumed. This market is ready for change. Let's not only buy the best product but produce it locally.”

We are actively searching for cooperation with a local partner in the Middle-East. We want to realize large scale (10-100 ha) hi-tech glass greenhouses and indoor-farming in the region. This with the sole purpose to produce the highest quality and quantity of year-round tomatoes and other greenhouse production for the local supermarkets. Local production in collaboration with local partners is our vision!

### Harvest House

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## Hoogendoorn Growth Management



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The demand for high-quality food is increasing worldwide. The cause is the continuing growth of our world population and the higher demands placed on food safety. At the same time, we see that our climate is changing and that fossil energy sources and water are becoming increasingly scarce. Worldwide, alternative sustainable energy sources, such as geothermal, solar, wind and bio-energy, are increasingly used. In addition, opportunities are continuously being sought to use water and energy more efficiently.

Together with Hoogendoorn, horticultural professionals, can contribute to the sustainable use of raw materials, energy and water and to reduce CO2 emissions by controlling a greenhouse in the most intelligent and efficient way. This way a high quality crop is guaranteed in the most sustainable manner. Our services and products make it possible to analyze, manage and optimize all your business processes within a greenhouse. This way a horticultural entrepreneur will be able to produce cost-effectively. A win-win situation: profit for the environment and profit coming from a higher yield. We do this with our smart solutions such as our innovation, IIVO. A new and state-of-the-art process computer. Also you can also use to let this system operate autonomously.

Hoogendoorn has a suitable automation solution for every process and system in your company regardless of your crop or climate.

### Hoogendoorn Growth Management

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LEVARHT



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### J.M. Levarht en Zn.

Levarht has been providing consumers with the freshest fruit and vegetables since 1933. We are the link between growers and customers all over the world. We ensure an optimal chain structure and flow to unburden the product, the grower and our customers and to meet their wishes and needs. We stand for excellent quality, service and are happy to think along with our customers about (new) possibilities, optimizations, customer experience and, in addition to product information, we can also provide you with shopper insights, market insights and help with shelf layout on request.

We have many years of experience and know how to optimally leverage our collaboration with our retail customers to the benefit of them. The knowledge we have gained over the years makes us a strong, strategic partner you can build on. We love to pioneer; we are always looking for new ways off the beaten track, think about our common future, attach great importance to sustainability and keep an eye on opportunities, without losing an eye for detail.

Making fruit and vegetables available to consumers all over the world is what drives us. Our motto is therefore: based on our love for fruit and vegetables, together on the road to a healthier world.

### J.M. Levarht en Zn.

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## Koppert Biological Systems

Koppert Biological Systems produces sustainable cultivation solutions for food crops and ornamental plants.

Together with growers and in partnership with nature, we work to make agriculture and horticulture healthier, safer, more productive and resilient.

We achieve this by using natural enemies to combat pest infestations, bumblebees for natural pollination, and biostimulants that support and strengthen the crops both above and underground.

Restoring and protecting vital ecosystems in a natural way is the basis for healthy crops and a balanced environment. Add our quality know-how and consultancy services to this and you will understand why an increasing number of growers regards us as a partner with whom they can realize their ambitions.

### Products / services:

Koppert Biological Systems offers a complete programme of products and services for Integrated Pest Management. It includes bumblebees and hive systems, dozens of beneficials, a number of microbial products, and products such as sticky traps and pheromone traps.

### Mission & vision

Koppert Biological Systems contributes to better health of people and the planet. In partnership with nature, we make agriculture healthier, safer and more productive.

We provide an integrated system of specialist knowledge and natural, safe solutions that improves crop health, resilience and production.

### Koppert Biological Systems

Partners with Nature

### Koppert Biological Systems

Veilingweg 14

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**Aad van der Knaap**

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Development

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## KP Holland

KP Holland is a family business company for more than 70 years. We focus on breeding as well as growing several attractive potted plants, such as Kalanchoe, Spathiphyllum and Curcuma. We sell our genetics all over the world. We believe that a key for success is cooperation with local partners. They understand best the local needs and habits. Our goal is finding such a partner in VAE, who is able to grow quality youngplants for the local growers, or finish the youngplants themselves.

Another goal is to find a Tissue culture laboratory, that is able to propagate our genetics for the market, but who is also able to export the TC products to clients in other parts of the world.

The unique combination of both disciplines - breeding and growing – in one company sets KP Holland apart. The varieties developed by KP Holland's breeding activities are thoroughly tested before entering the market.

### Products and Services Offered:

- A high level breeding team
- 70 years of growing experience
- Young plants of Curcuma, Spathiphyllum and Kalanchoe
- Tissue culture plant laboratory.

### Unique Selling Points:

- Specialized in developing new commercial potted plant varieties
- Both breeding and growing knowledge under one roof (16 hectares)
- Partnerships all over the world
- We have an experienced team of 150 Dutch professionals, based in the Netherlands
- We believe that focus will lead the quality

### KP Holland

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**Oscar Niezen**

Director Middle East & East Asia  
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## Lentiz

Lentiz Education Group is specialized in vocational education and training in the agri-/horticulture and related fields. The Group has built up worldwide experience and expertise, and an extensive network. Lentiz has gained international experience and knowledge in horticulture, floriculture, food processing and supply & cold chain management, and shares its knowledge abroad. Our experts and instructors develop and implement training programs for our two main target groups:

- Students and teachers of Vocational Colleges, Universities and other educational institutions;
- Operators and Managers of modern horticultural projects (established by government or private investors), to boost their understanding of Horticulture, Floriculture, Gardening & Landscaping, Marketing & Sales of Fresh Produce, Food Processing and Supply & Cold Chain Management.

Lentiz: an internationally oriented Training Institute, part of The Netherlands' national education system. Focus on practical skills and Learning by Doing.

- Active in Europe, China, India, Korea, Japan, ASEAN countries of South East Asia, South Africa and the Middle East (Jordan, Iraq, Oman).
- China: activities in 10 provinces including Beijing and Shanghai.
- India: active in several states.
- Founding Partner and main education institution of the World Horti Center, Westland top-level horticultural region, The Netherlands.
- Accredited BTEC Center (Business & Technology Education Council), able to issue Diplomas and Certificates acknowledged in more than 100 countries.
- Member of Food Tech Holland and various other international networks.
- Participating in large-scale, innovative horticulture development projects in several countries, with consortia like Dutch Greenhouse Delta (DGD) and World Horti Center.
- Participating in Human Capital Agenda and Greenport Horti Campus (NL).
- Member of China Urban Modern Agriculture Vocational Education Group.

## Lentiz

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**Angela Barendregt**

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Business & Strategy  
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## LetsGrow.com

LetsGrow.com offers growers, crop advisors and suppliers around the world solutions that provide insight into their cultivation data and the current situation in their greenhouse. The available data from the greenhouse is analysed and combined with plant physiological models, field expertise and the extensive experience of growers. Together with the expertise of LetsGrow.com a grower can truly optimize their results and improve their crop strategies.

Taking advantage of the latest technological advances, LetsGrow.com empowers growers through its Data Driven Growing (DDG) expertise and platform. Data collected by growers has great value and a real-time, practical use for their daily and long-term growing strategies.

LetsGrow.com customers have seen great results directly resulting from their newly implemented DDG strategy. Typically, customers require 20% less water, gas and fertiliser while increasing their overall production by over 10%.

Key to the success of these projects are in great part the growers themselves. Their crops are telling them a story through data, and the challenge is figuring out what that story is and how it can guide their efforts towards the common goal. Which is typically to answer the question: "How efficient can we be with our resources to get the full benefit from our growing efforts?" The grower can focus on any aspect: optimising quality; increasing production; limiting energy-usage; or all of them combined. It really is their choice. LetsGrow.com empowers growers to answer that question through an extensive training period. In this period, LetsGrow.com will train the grower in plant physiology and data interpretation. After all, each grower's situation is unique and it requires a true understanding of the underlying growing mechanics to get optimal results.

## LetsGrow.com

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www.letsgrow.com



**Kees de Jong**

Ambassador

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## Matrix Consultancy

Matrix Consultancy developed in the last 20 years in the international fresh food markets. Product groups such as mushrooms, herbs, exotics and all kinds of berry fruit are a few examples that have been brought closer to the consumer on a project basis.

Nature shows us the „right“ way. We are convinced that healthy fresh food can be the solution to grow old healthy. We have developed special programs for children from the elementary school to learn about fresh products how to recognize and to cook and taste.

### Our vision:

A sustainable world, requires more awareness of healthy food and lifestyle.

### Our mission:

We feel challenged to execute the vision and to contribute, through passion, to a world that is healthier and more beautiful.

In our last projects we play a role of ambassador. We represent organizations as: - Smart Food Alliance - Green Mushroom Farm - Dutch Mushroom Center

More and more we are involved in accompaniment of projects from „farm to fork“. Our mobile mushroom farm is one of the solutions for healthy food produced local for local. To set up marketing plans for healthy food is also one of our specialty's.

### Matrix Consultancy

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**Jan Westra**

Strategic Business Developer  
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## Priva

At Priva, we develop and produce innovative solutions for sustainable climate control and process management in horticulture, the built environment and indoor growing. Priva is a high-tech company with its roots in Westland, the Netherlands, and has grown to become a global company. A company with offices and training centers all over the world, from China to Canada and from Mexico to the UAE.

With a Product & Business Development department of more than 120 colleagues, we are not only constantly working on developing innovative solutions for our customers, but also on improving our existing hardware, software and services. Together with our international network of partners, we are represented in more than 100 countries. This means we are close to our customers, in the same time zone: we know the business, and we speak the language. And that, of course, makes everything easier.

## Priva

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## Taks Handling Systems

Taks Handling Systems develops and produces innovative modular and customized solutions for internal transport systems.

We are one of the leading producers of harvest processing systems and palletisers for greenhouse horticulture, soft fruits and vegetables. With over 25 years of experience, we develop efficient high-quality machines with a long service life.

The high quality and good service ensures that we have satisfied customers worldwide who work with our efficient, labour-saving solutions.

**Taks Handling Systems**  
Munnikenheiweg 58  
NL-4879 NG Etten-Leur  
The Netherlands  
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## VanDrie Group

The VanDrie Group is a Dutch family business. The VanDrie Group produces veal and beef, calf feed, raw dairy materials and calf skins. The company with subsidiaries in the Netherlands, Belgium, Germany, Italy and France has a turnover of about 2.2 billion euro. The VanDrie Group stands for high-quality, safe products. Respect for animal welfare, food safety and sustainability is at the core of the company's philosophy.



### Marijke Everts

Director Corporate Affairs  
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Our trusted veal is the result of years of tradition and hard work by our employees who commit every day to producing the safest, highest-quality and most welfare-friendly veal for food preparers and end consumers. Our Dutch veal producing companies are certified by Halal Quality Control (HQC). Veal is tender, juicy and lean. It is a meat that is light to digest. It is a high-end product that perfectly fits in many cuisines. Interested in our products? Check out our vealcuts website via:

<https://www.vealcuts.com/> or visit for recipes:

<https://www.controlledqualityveal.com/>

Our daughter company Melkweg Holland is an active trader and supplier of high-quality dairy commodities and ingredients in the international food and beverage industry. We can supply products such as milk powder, milk proteins, whey powder, whey derivatives, butter, butter oil (AMF) and cheese products. Melkweg stands for rapid supply, competitive prices, delivery reliability and customer satisfaction. Interested and in need of more information? Please visit: <https://www.melkweg.com>

The VanDrie Group is doing business in the Gulf Region for more than 25 years. We strive for longstanding and trustworthy business relations. Mutual cooperation and aiming for shared benefits and contentment are key for us.

### VanDrie Group

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## Logistics

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**Rutger van Beek**

CEO & Founder

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## Bagpoint Group

Bagpoint is a franchise offering baggage check-in and transport services via its unique Baggage as a Service ecosystem. The ecosystem allows franchisees all over the world to roll-out and exploit the Bagpoint baggage check-in and transport services using their own drivers and fleet. The Baggage as a Service ecosystem consists of hard- and software such as booking applications, dispatching application, driver app and Bagpoint's in-house developed Remote Bag Drop systems.

### Services

Bagpoint will disrupt the aviation industry by decentralising airport legacy baggage check-in and drop-off processes. To do so Bagpoint has developed highly innovative baggage check-in and transport services which passengers can enjoy from the comfort of their HOME or HUB locations like hotels, cruise terminal, convention centre etc.

### Benefits

The Bagpoint services allow passengers to pack heavy but travel light, take public transport to the airport, skip the dreaded waiting lines at the airport check-in counter and proceed straight towards the gate, saving precious time and eliminating stress. For airports and airlines, the Bagpoint services increases the airport's capacity and throughput per m2, resulting in shorter waiting lines, increased on-time departures and reduced missing time slots. And with year over year growing passenger numbers and airports becoming more and more congested, the Bagpoint services are much needed.

Bagpoint has contracted several airlines and franchisees covering 17 countries, of which 2 in Europe and 15 in the MENA region.

### Bagpoint Group

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www.bagpoint.aero



## evofenedex



**Bart Jan Koopman**

Director

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evofenedex is the organisation for International Trade and Logistics in the Netherlands. Established more than 75 years ago it has a membership base of 15.000 companies and is active in all kind of sectors like Agro-Food, Water, Pharma, High Tech, Chemicals, Wholesale and of course Logistics. The Company headquarter is based in Zoetermeer just outside The Hague and evofenedex has a staff of around 150 people next to a large network of specialists.

### Products and Services

evofenedex offers a large range of products and services in consultancy and education & training to it's members. Training on Custom's and Trade Affairs, Export management, Cultural Awareness but also management training on distribution and logistics and the transport and storage of dangerous goods are included in the product range. Furthermore evofenedex is active in consultancy and project management both for the private sector as well as for the Dutch Government and the European Commission and is a recognized partner in the field of sustainable export, trade compliance and digitization.

### Unique Selling Points

The evofenedex organization claims to be a thought leader in the area of International Trade and Logistics, Trends in Export and influencing it's environment by lobbying and collective action. Our key competence on matters like Free Trade Agreements (FTA's), Trade Facilitation and Trade Promotion and Supply Chain Management & Logistics is constantly expanding and used for our members and customers in typical issues related from Brexit to the current container crisis. We are a network of companies and provide a platform and community for those active in an international trade environment and trying to navigate the volatile international marketplace.

### evofenedex

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**Mars Geuze**

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**Hardt Hyperloop**

Global transport demand will nearly triple by 2050. Yet, current modes are already responsible for 30% of greenhouse gas emissions. We cannot overcome today's challenges by only investing in yesterday's solutions. We need to add hyperloop as the 5th modality and repurpose existing infrastructure budgets.

In the hyperloop, vehicles move autonomously through a network of low-pressure tubes. This allows faster transport than airplanes, higher energy-efficiency than trains, lower costs to build and maintain compared to high-speed rail and offers double the capacity of high-speed rail.

Hardt is Europe's frontrunner, having realized EU's first full-scale hyperloop test facility. We have also initiated the world's first and only public-private partnership, the Hyperloop Development Program, with the backing of 20 major global partners and the Dutch government. The ambition of this consortium is to move to a decision on the implementation of the first hyperloop route by 2023.

The centerpiece of the Hyperloop Development Program is the realization of the open-access European Hyperloop Center in the Dutch province of Groningen, a 3-km hyperloop test facility that will allow testing safe hyperloop operations up to 700 km/h. The permits have been applied for, and construction will start in 2022, on schedule for testing in 2023.

All these things illustrate Hardt's way of working: we initiate, we mobilize, and we get things done. It is this traction and the tireless achieving spirit of Hardt's team that is going to make hyperloop reality. In this upcoming €3T market towards 2050, Hardt is the mission critical technical partner. We are looking for a launching customer who is willing to take the leap and build and industry together.

**Hardt Hyperloop**  
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## Port of Rotterdam Authority



**Allard Castelein**

Chief Executive Officer

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The port of Rotterdam is Europe's largest seaport. The port owes its leading position to its outstanding accessibility for sea-going vessels, its intermodal connections and the 385,000 people working in and for Rotterdam's port and industrial area. The port of Rotterdam contributes approximately EUR 45 billion to Dutch GDP.

The objective of the Port of Rotterdam Authority is to enhance the port's competitive position as a logistics hub and world-class industrial complex. Not only in terms of size, but also with regard to quality. The Port Authority is therefore leading the transition to sustainable energy and it is committed to digitalization in order to make the port, and the supply chain, more efficient. The core tasks of the Port Authority are to develop, manage and exploit the port in a sustainable way and to deliver fast, reliable, safe and sustainable services for shipping.

### Port of Rotterdam Authority

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**Ahmad Bakkar**

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## Royal Schiphol Group/ Rotterdam the Hague Airport

Founded in 1920 and relocated in 1956, Rotterdam the Hague Airport, a company of Royal Schiphol Group, has become a regional airport with national significance. Rotterdam the Hague airport offers a Network connecting more than 50 relevant destinations for the region. RTHA is investing with partners such as the Municipalities of Rotterdam and the Hague as well as companies such as the Port of Rotterdam to ensure a smooth transition for both energy and aviation of the future. While safety and security are our main pillars, Rotterdam the Hague Innovation Airport has created an innovation platform for the Royal Schiphol Group as well as for the metropolitan region around to accelerate innovation and help start up test and experiment with their product in a real life laboratory. With this said, Rotterdam The Hague Airport is set to be the most innovative airport in its class.

Royal Schiphol Group/  
Rotterdam the Hague Airport

Airportplein 16

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**Salim Rabbani**

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## RTC Rabbani Trading & Consulting

RTC is an international business development, stakeholder development and (M&A) strategy consulting firm specialized in developing sustainable stakeholder networks (in the public and private sectors), partnerships and (M&A) strategies for globally operating firms active in the Middle East and North Africa (MENA) region and in The Netherlands. RTC particularly focuses on assisting its clients in implementing strategies. RTC's client base consists of a diverse group of internationally prominent companies, active in various industries. In addition to assisting its clients in establishing relevant local stakeholder networks in the private and public sectors, the firm advises its clients on establishing local operations, inter-regional mergers and acquisitions and joint ventures and may represent its clients on the board of their foreign entity. RTC's network, coupled with a genuine understanding of the cultural landscape, are often critical to the success of our clients' projects, acquisitions and/or local operations. RTC is a family owned business and has been engaged in these activities for over 60 years.

RTC's Managing Director, Salim Rabbani, also has the following (honorary) functions:

- Chairman of the Netherlands – Middle East Business Council, the leading private sector trade and investment promotion organization in The Netherlands focusing on business relations between The Netherlands and the MENA region (under umbrella of VNO-NCW).
- Board member of Sawari Ventures North Africa Fund: a Netherlands based VC fund which provides capital to MENA based tech and knowledge driven companies.
- Chairman of the Lutfia Rabbani Foundation, a not for profit foundation which promotes mutual understanding and cooperation between Europe (the Netherlands in particular) and the Arab world through educational and cultural exchange and dialogue.

### RTC Rabbani Trading & Consulting

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## Blue Phoenix Group

The increase in municipal solid waste (MSW) in the past decades is a major environmental and societal concern. Waste management technologies have continuously improved to recycle and manage waste to minimize the impacts on the environment. Nevertheless, a great proportion of our waste cannot effectively be recycled. The incineration of MSW for energy recovery is an effective way to utilize the so called “non-recyclable” portion, reduce waste volume and replace fossil fuels to generate energy for our society. The energy recovery process liberates valuable resources that can now be extracted from the ash residues and recirculated in our economy.

Blue Phoenix Group operates incinerator bottom ash (IBA) recycling installations globally and helps the Energy-from-Waste (EfW) sector with an alternative sustainable solution for IBA.

We process over 4,5 million ton of bottom ash per year and extract valuable resources such as manufactured aggregates and metals that can be used as secondary raw materials.

At Blue Phoenix Group, we do not see landfills as the final destination for residue ash. We see new beginnings. We see materials to construct buildings, highways and pavements. We see metals for new cars, computers and mobile phones.

We see a future in which waste-to-energy plants are fully circular.

### Blue Phoenix Group

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## Corre Energy

Corre Energy develops, builds, and operates grid-scale underground energy storage using hydrogen-fueled Compressed Air Energy Storage with bulk green hydrogen storage and production across Northern Europe.



**Egbert Henry (Bert) Beek**

Investment Advisor

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Renewable energy targets cannot be met without grid-scale storage. The technology is recognized as a critical component of the future energy system as the proportion of distributed renewable generation increases. Corre Energy brings together pioneers of grid-scale underground energy storage projects with 20 years of experience in renewables and infrastructure developments.

### Corre Energy

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## Nedstack

Nedstack is a leading player in the PEM fuel cell industry with a strategic focus and unique track-record on the high power and high-use domain.

With 20 years of fuel cell excellence, Nedstack – as an AkzoNobel spin-out has established a leading position in its niche of the hydrogen economy. We have an installed base of over 500 systems with inclusion of the world's longest running PEM Power Plant, world's first Megawatt size PEM Power Plant and world's largest PEM Power Plant.

Nedstack hydrogen fuel cell solutions are commonly applied in applications such as:

- Industry: for by-product hydrogen capture;
- Maritime: for zero-emission propulsion and hotel load;
- Renewables: for re-electrifying surplus renewables stored in hydrogen;
- Off-grid power: to replace diesel as an energy vector.



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### Nedstack

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## OXYCOM



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Oxycom is a global supplier of adiabatic cooling systems, developed with the ambition to drastically reduce the carbon footprint of the traditional air conditioning industry. We provide energy saving alternatives to AC for Industrial space cooling (workshops and storage facilities) and retrofit HVAC solutions for Air Cooled Chillers and Packaged units.

Conventional AC contribute strongly to global warming due to the extremely high energy usage combined with HFC refrigerants.

Our innovative adiabatic cooling systems use water, the most powerful cooling agent on the planet, to cool the air. This means that 95% of the cooling capacity is delivered through the natural process of water evaporation. Our systems use up to 90% less energy compared to conventional AC installations and delivers free ventilation. The ventilation is done with 100% clean, fresh, and filtered outside air for increased comfort and wellbeing.

Our sustainable climate solutions, offer the possibility to move away from traditional AC. The latter contributes to the rise of global temperature significantly by burning fossil fuels and depleting the ozone layer by leaking HFC refrigerants. The new indirect/direct (IDEC) adiabatic cooling technologies Oxycom developed are among the most environmentally friendly cooling techniques on the planet. Our technology uses only water as a refrigerant and little electricity, resulting in a very low carbon footprint.

### Profile of commercial contacts wanted:

HVAC Consultants, Contractors, Sustainability program managers.

### OXYCOM

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**Miranda Janse**

Director

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## Rotterdam the Hague Innovation Airport

RHIA is a runway for innovation in the aviation sector; a hotspot where entrepreneurs, researchers and public interests bring innovation and sustainability to life. The RHIA-community consists of more than 70 partners that work onsite on innovations at Rotterdam the Hague Airport. A strong connection with the Port of Rotterdam, the Greenport and a larger aviation cluster in South-Holland, make this innovation hub a centerpiece of aviation progress.

The RHIA-community works in accordance to a mission and vision. There are multiple programs in development that contribute to the formation of an Aviation District, for example: Fieldlab Next Aviation: where hydrogen and electric powered aviation is being developed; Smart Energy Systems: a smart solar park next to the runway that allows for onsite production of hydrogen; Airport Technology Lab: where a Digital Twin of the airport is developed that allows for optimal material and people flows; Urban Air Mobility: where drones and taxi's will complement the last-mile between the airport and the city.

RHIA is unique, because it is situated at the Dutch National Hydrogen hub (Port of Rotterdam), it is geographically embedded in the Dutch aviation industry, it allows for innovation to take flight at an operational airport and, because, it brings together private and public stakeholders.

### Rotterdam the Hague Innovation Airport

Rotterdam Airportplein 60

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The Netherlands

<https://stichtingrhia.nl/en/home-en>



## Urban Design

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**Lucas Harms**

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## Dutch Cycling Embassy

Real smart cities are investing in active mobility (cycling), thereby creating more sustainable and more healthy places to live.

The Dutch Cycling Embassy is a foundation representing a large public private network: 80 organizations offering the best of Dutch Cycling knowledge and expertise, translating our Dutch cycling successes and sustainable urban mobility solutions to local situations around the globe.

We facilitate projects worldwide in improving local cycling conditions, thereby creating more sustainable, more safe, more social, more wealthy, more healthy and more happy places to live.

Our motto is cycling for everyone! Improving cycling conditions and thereby inducing more demand for alternatives for the car.

We strongly believe that cycling does not only provide transportation, but that it can act as a powerful transformational tool in creating more pleasant and smarter cities.

The Dutch Cycling Embassy offers different custom-made services to everyone who wants to know more about Dutch expertise, products and services concerning cycling inclusive mobility or who would like to improve cycling.

**Dutch Cycling Embassy**

Nicolaas Beetsstraat 2a

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**Hans Feil**

CEO

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## Etulipa

Etulipa is a highly innovative company focused on the development and production of full color ePaper displays for outdoor use.

### Runs forever on solar energy:

Electro Wetting Displays have such ultra-low power consumption that they can run completely off-grid with just a solar panel and battery. This is ideal in circumstances where electricity is not available or expensive to install. For example, in remote areas with a great distance to the power grid.

### Brightness:

The pixels do not generate light – which consumes a lot of energy – but instead reflect sunlight, just like paper. In full sun, the brightness is up to 15000 nits, much brighter than an LED and with vivid colors.

### Sustainability:

Reflective outdoor displays based on EWD technology are the only real alternative to LED displays. Just imagine what the impact would be if all LED displays were replaced by reflective displays... On global energy consumption and quality of life?!

### Profile of commercial contacts wanted:

Out of Home Advertising firms, Urban Architects dreaming of digital wall scaping and investors driving Etulipa's growth.

## Etulipa

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# MVRDV



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Associate

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## MVRDV

MVRDV was founded in 1993 by Winy Maas, Jacob van Rijs and Nathalie de Vries. Based in Rotterdam, the Netherlands, we have a global scope, providing solutions to contemporary architectural and urban issues in all regions of the world. Our highly collaborative, research-based design method involves clients, stakeholders, and experts from a wide range of fields from early on in the creative process. MVRDV works with BIM and has official in-house BREEAM and LEED assessors. The results are exemplary, outspoken projects that enable our cities and landscapes to develop towards a better future.

The products of MVRDV's unique approach to design vary, ranging from buildings of all types and sizes, to urban plans and visions, numerous publications, installations and exhibitions. Completed projects include the Netherlands Pavilion for the World EXPO 2000 in Hannover; the Market Hall in Rotterdam; the Pushed Slab, a sustainable office building in Paris' first eco-district; the Matsudai Cultural Centre in Japan; the Lloyd Hotel in Amsterdam; a public library in Spijkenisse; and the iconic Mirador and Celosia housing in Madrid.

Current projects include a public art depot in Rotterdam, the transformation of a mixed-use building in central Paris, mixed-use high-rises in New York and Shenzhen, and a variety of housing projects in the Netherlands, France, China, India, and other countries.

MVRDV is working on resilience strategies such as Resilient by Design in the San Francisco Bay area, the Sea2City Challenge in Vancouver and designs and realizes large-scale urban masterplans, e.g. in Bordeaux and Caen, France, and large scale visions for the future of greater Paris, greater Oslo, Eindhoven city center and Almere.

## MVRDV

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## PBS People's Business Support

Specialists in Providing a Complete Project Support Service.

Peoples Business Support (PBS), founded in 1992, provide flexible solu-tions to meet your capacity demand in an unstable and ever changing market. PBS are specialist in providing project support from individual experienced project staff up to complete project teams on an interim or project basis. PBS have taken recruitment and posting to a new di-mension. The focus is specifically on technical environments.

The areas we cover are Civil & Architectural Engineering, Infrastructural Engineering, Mechanical Engineering, Electrical Engineering, HVAC, MEP, Sustainability, Power Generation and Environmental solutions.

### Why PBS?

At PBS, we can choose from a range of tools, a database full of potential candidates, a wide range of multimedia possibilities such as websites and job boards. Clients and candidates alike choose PBS be-cause of our winning concept of "thinking and acting within the indus-try".

They select us largely because we speak their language, the language of the industry: potential partners recognise one other.

With our 29 years of experience, it goes without saying that our con-sultants are all highly experienced in the recruitment of technical spe-cialists. Thanks to their thorough knowledge of the industry, they are able to forge ethical partnerships with candidates and clients alike, without compromising their integrity.

### Company values

We seamlessly adhere to the company values and quality standards our client sets. Companies like Nakheel, Starbucks and Brush have chosen PBS not only for their exceptional recruitment skills but also because we are committed to ensuring that the client gets the best quality by getting the best value for money.

We are simply dedicated to providing the best.

## PBS People's Business Support

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## RAW Paints

RAW Paints produces mineral paint powder: enabling healthier, safer and happier lives by making the paint industry commercially and environmentally sustainable for present and future generations.

The dutch company produces mineral paint powder for various surfaces, inside and outside. Adding water at the time of actual painting creates a strong two-component paint.

Because water is not used in our production process or in transport, a lot of CO2 emissions are saved.

### ZEROs

RAW Paints' products contain zero water, zero preservatives, zero pesticides and zero titanium dioxide. It contributes to efficient use of water and paint, enables a healthy way of painting and consuming paint.

By producing paint in powder, no preservatives and pesticides are needed to keep the paint stable. These components (VOCs and pesticides) are harmful for human and environment.

In addition, RAW Paints also offers the alternative to titanium dioxide as a white pigment in paint. The presence of this substance can potentially cause cancer when exposed during the production of paint or the process of removal of paint (sanding).

### The new paint standard

With RAW Paints we want to change the current paint industry by showing that water is not needed in the production process nor in transport. We sell a white house: the products are characterised by their excellent adhesion to damp surfaces; paint will not flake and therefor end up in surface water (microplastics).

Finally, we address 9 out of the 17 SDG's in the core of our product for a sustainable future for the generations to come. RAW Paints is therefore the new paint standard.



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### RAW Paints

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## STEUR



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### STEUR, Home of the Unlikely.

Our mission is to converge entrepreneurial visionaries from diverse backgrounds and practices that intersect design, manufacturing, technology and sustainability.

We are STEUR, a monumental beacon and driving creative force in Rotterdam's energetic M4H area. STEUR houses a carefully curated productive ecosystem that stimulates innovative entrepreneurship on a local and international level. From within our monumental building in Rotterdam's M4H city-port area we foster and cultivate independent forward thinking mindsets. Our core activities consist of the long term rental of tailor-made working spaces and facilitating business events in collaboration with conspicuous partners.

#### Values

- Stirling / STEUR is always in transition, forever in beta. Our building and community are perpetually evolving. We set trends when opportunities arise, augment ourselves when needed. Change = progress.
- Monumental / STEUR serves as a monumental beacon, drawing in high impact entrepreneurs and purposefully connecting complementary energies. We make dynamic lasting impressions and sustainably contribute to the economic and creative impact of Rotterdam.
- Experimental / STEUR carefully weighs business decisions to ensure that our productive ecosystems remain intact. We nurture bad-ass prototyping, celebrating successes and embracing flaws. Talent can only grow by taking risks.

STEUR is an initiative by Gilbert Curtessi and Oscar Middendorp both ambitious and idealistic business developers with a dedication to sustainable entrepreneurship. They form the executive heart of STEUR and expertly balance corporate priorities and creative passions, solidifying STEUR's (r)evolution through viable and healthy business methods

#### Mission

Create a hardware & software approach which syncs high impact business with award winning culture.

We provide Tailor-made, highly customisable working spaces and offices for individual tenants and companies. All-in-one or modular facilities for business meetings, talks, conferences and workshops. Regular exclusive community driven cultural events, inspiring happenings and parties. Financing, venture capital, growth capital and personal capital.

#### STEUR

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**UNStudio**

UNStudio, founded in 1988 by Ben van Berkel and Caroline Bos, is a Dutch architectural design studio specializing in architecture, interior architecture, product design, urban development and UX Design. The name, UNStudio, stands for United Network Studio referring to the collaborative nature of the practice.

Throughout 30 years of international project experience, UNStudio has continually expanded its capabilities through prolonged collaboration with an extended network of international consultants, partners, and advisors globally. This network, combined with the centrally located offices in Amsterdam, Dubai, Frankfurt, Hong Kong, Melbourne and Shanghai enables UNStudio to work efficiently anywhere in the world. With 120+ built projects in Asia, Europe, and North America, the studio continues to expand its global presence with recent commissions in among others China, South Korea, Germany and UK.

As a result of the technological developments, in 2017 UNSense was founded, an independent sister company that builds upon the long architectural knowledge, practice and expertise of UNStudio. As a tech start-up and innovation platform, UNSense explores and develops technology in order to humanise the built environment. UNSense works in the intersection between technology and the architecture and aims to improve quality of life through social innovation.

The office has worked internationally since its inception and has produced a wide range of work ranging from public buildings, infrastructure, offices, residential, products, to urban masterplans.

Current projects include the design and execution for the mixed-use FOUR development in Frankfurt, wasl Tower in Dubai and Southbank by Beulah development in Melbourne. Pivotal realized projects include the Mercedes-Benz Museum in Stuttgart, Arnhem Central Station, Raffles City Hangzhou in China, and the Erasmus Bridge in Rotterdam.



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## Urban Design ANL

We operate mostly from The Netherlands and collaborate extensively with other creative industries and with various Dutch engineering Companies such as: Witteveen en Bos and Royal Haskoning-DHV. Our core business is designing of an urban area and the supervision of the construction. We have experience working in various contexts, from the city centres' to rural area. Our expertise is in water related projects, such as waterfront spatial developments. Many of the projects we carry out are for Municipalities and other Government institutions.

The goal is to design structures that support climate resilience and create a new environment that fulfil the needs of the resident and community. We aim to apply sustainability at each step in the design and supervision of all our projects. That is why ANL is participating in this mission. To learn more about climate resilience from other countries and to exchange knowledge on this topic. ANL would like to know more about how to implement climate change resilience in urban design guidelines.

ANL carries out projects at various scales, from city block to city or region level. We can deliver various services including: Master Planning/vision, Urban Planning, Urban Constraints, Urban guidelines, Supervision, etc.

ANL is specialized in water-related projects including; water residence, floating communities, waterfronts, sea defences and flood prevention. We also stand out for our application of techniques, innovation, and strategy to achieve sustainability grounded projects.

We are looking for firms that are interested in collaboration of urban projects in all scales in United Arab Emirates.

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## APPM Management Consultants



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APPM is a fully independent and privately-owned management consulting firm with 25 years of experience. With a team of more than 90 managers and consultants, APPM Management Consultants aims to improve the quality of the physical environment in the Netherlands and beyond. APPM has extensive experience in project and process management, effective stakeholder management, leading and guiding teams for public authorities on a daily basis as well as designing and executing workshops for teams, organizations, stakeholders and (political) managers/directors. Our strength lies in our professional, enthusiastic and practical method of realizing goals. Our main fields of expertise are smart and green mobility, infrastructure, spatial development, real estate, climate adaptation and water safety. Through planning, development and restructuring we pursue a beautiful, climate resilient and sustainable country. In our work, we are used to taking the specific local situation and questions into account. Established in the Netherlands, APPM has grown to an international scale with offices in the Netherlands, Belgium and Germany.

### APPM Management Consultants

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## Axionomic



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CEO / Co-founder

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We are a boutique consulting firm for leaders who want to discover opportunities and harness digital technologies, such as

- Robotic Process Automation,
- Artificial Intelligence & Machine Learning,
- Blockchain,
- Internet of Things,
- Mixed Reality and
- Additive Manufacturing

to develop and implement new business opportunities.

Our firm is an energetic blend of management consultancy and digital expertise. Our consultants work closely with clients to inspire new ideas and drive practical innovation. We have a pragmatic approach towards process improvement, product development and system engineering, with services around:

- Digital strategy
- Digital business design
- Digital enablement
- Digital innovation labs.

Our domain expertise lies in diverse sectors including water, construction, smart industry and government.

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## Data for Good

Data for Good (DFG) is a young startup which aims to be the world's first global progress tracker. By progress tracker we mean tracking any progress made towards achieving sustainable development. We are following the United Nations Sustainable Development Goals (SDGs) framework as it is a world renown agenda covering the vast majority of challenges, we face in the 21st century.

On our platform users are free to upload any project they would like, which covers one or several SDG(s) target(s). Moreover, we have designed different types of dashboards to welcome any stakeholder on our platform and ensure that the full spectrum is represented. Hence why we have Organization dashboards, specifically made for companies who wish to show their achievements within sustainable development to their consumers, investors and governing boards. We also have governmental dashboards which are specifically designed for governing agencies, state institutions and so forth. This way, with the governmental dashboards, DFG offers a platform to policy makers and policy endorsement to be represented and pushes institutions to remain accountable towards sustainable development.

While Data for Good has its headquarters in the Netherlands, the company has a global outreach, with strong connections all over Europe, in the Middle East and in the USA. Our presence in the Middle East is tremendously important to us, as this region is showing more and more enthusiasm towards sustainable development.

On behalf of DFG's team, we are looking forward to make meaningful relations and include as many of you on our platform for good.

### Data for Good

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# Deltares

## Deltares



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Deltares is a leading (not-for-profit) and internationally operating applied research institute and specialist consultancy in the fields of water, subsurface and related infrastructure. Deltares is an independent foundation under Dutch law. Throughout the world, we work on innovative solutions and applications for people, environment and society. We apply our top-level knowledge in order to provide innovative and sustainable solutions for global issues relating to water and the subsurface. We focus on the use of these essential resources and the associated risks.

The combination of specialised consultancy projects and applied research puts Deltares in a unique position to address sustainability issues. In the framework of our corporate social responsibility, and to enhance our societal impact, we focus on the Sustainable Development Goals by thinking globally and acting locally. All contracts and projects, whether financed privately or from strategic research budgets, contribute to the consolidation of our knowledge base. Furthermore, we believe in openness and transparency, as is evident from the free availability of our software and models.

Deltares employs over 800 people and is based in Delft and Utrecht. Moreover Deltares has offices in Singapore, Indonesia (Jakarta), Australia, UAE (Abu-Dhabi), Latin America and the USA (Deltares USA Inc., Silverspring).

### Deltares

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## ECHT Community

ECHT is a transition agency that uses knowledge, experience, skills and network for companies, education and government to accelerate the energy transition. Our professionals are connected to external and internal projects and programs with always the same goal: to accelerate the sustainability challenge in the Netherlands and Europe! Our expertise lies within the themes of Sustainable Energy, Circularity, Human Capital and Transition Management.

ECHT is working on accelerating the energy transition with a positive, balanced and result-oriented approach with attention to people, society and our environment. Where change takes place, there are also opportunities! Our enterprising and decisive team deals with projects at operational, organizational, strategic and policy level. ECHT is involved in various strategic energy policy issues, such as the Regional Energy Strategies (RES).

On an organizational level, ECHT is, among other things, concerned with the Human Capital issue: how do we ensure a constant influx of new talent within the energy transition? In the operational field, ECHT is involved in the development and realization of various water & energy projects. At every level, ECHT makes the effective connection between supply and demand in the market. The Sustainable Development Goals are guidelines for the approach of ECHT. We are committed to accelerating these transitions while maintaining prosperity and comfort. Our goal is to contribute to a more sustainable economy.

### Our Projects

- Dutch Wavemakers and Wavemakers United
- The Circular Wind Hub
- Innovation Challenge
- Foundation For Global Goals
- Kust Coalitie – Coast Coalition
- Moonshot circular windfarms
- De Rijke Noordzee

### ECHT Community

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## OceansX

Xploration Coastline - a unique mission driven collaborative global challenge providing water to our world.

Xploration Coastline is a floating desalination plant delivering a robust 1000m<sup>3</sup> of water per 24hrs. An innovative standard that guarantees coastal communities (up to 6000 people) access to safely managed water. Xploration Coastline has a modular build and will host the transformation to an autonomous, zero emission and zero footprint version in the decade to come.

Xploration Coastline is a mission orientated living lab - a unique multi-purpose and inspiring space for users, local businesses, (non-)governmental bodies and institutions. This living-lab expedites a decade of change and participation around water, energy, agri & food, smart cities and automation in your region.

Xploration Coastline is hands-on global challenge. It all starts with your local MVP producing 1000m<sup>3</sup> of desalinated water. A (local) development roadmap and consortium systematically reduces the footprint of the MVP. The challenge facilitates a global open learning environment inspiring existing and future human capital.

OceansX can onboard local consortia with their own version of Xploration Coastline in 8 months. Other ways of participating in this Xploration are possible. As end-user, investor, supporter or facilitator. We look forward to hosting an open discussion and investigating your needs in order to make a customized fit.

### When will you join Xploration Coastline?

Don't forget to ask us about our unique 'Sailing with a Purpose' sponsor package – a joint effort of Xploration Coastline and the Dutch Sailing Crew in the Oceans Race 2022-2023!

## OceansX

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## PureBlue Water

We are PureBlue Water. An innovative company specialized in sustainable water treatment solutions. Our mission is our guiding principle: returning water to nature in its most natural state. We are a gamechanger when it comes to new sanitation concepts and the recovery and reuse of water and other resources to regenerate healthy soils and green environments. We believe in the future of decentral treatment plants: modular, flexible and nearby, with the lowest ecological footprint possible. Our goal is to turn wastewater into clean water, free of medicine residue and micro-organisms and reduce the water treatment footprint of CO2 dramatically.

Our concepts and solutions are modular and smart: we combine biological processes with high end technologies and innovations to deliver the most compact, sustainable, and cost-effective treatment solutions. Our team of highly motivated water ambassadors is ready to change the future of water. Do you join us?

### Experts in closing the water cycle

All our products and innovations are designed, engineered, and assembled in-house. Our expertise lays in biologically driven wastewater treatment installations, which are modular and applicable on municipalities, agriculture, industry as well as in the maritime sector. Flexibility, cost efficiency and user friendliness are the key factors of our installations. Additionally, the PureBlue installations have the lowest CO2-footprint on the market.

Our awarded Advanced Oxidation Process (AOP) technologies are a game changer when it comes to human and environmental health. We can remove medicine residue and eliminate resistant micro-organisms in the most sustainable way.

### The solutions we offer:

- Water treatment
- Water reuse
- Desalination
- Medicine residue removal and elimination of resistant micro-organisms
- Desiccation solutions
- Micropollutant removal
- Energy recovery
- Regeneration

### PureBlue Water

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## RanMarine Technology

RanMarine's vision is to design compelling technology to protect waters across our planet. We aim to empower people and organizations across the planet to restore the marine environment to its natural state.

We focus on the development and distribution of the WasteShark. Our autonomous surface vessel (ASV) is deployed globally as a solution for collecting man-made trash, unwanted biomass, and environmental data from aquatic environments. Modelled after Planet Earth's biggest fish, the Whale Shark, the WasteShark is designed to be efficient, long-lived, non-threatening and unobtrusive. With zero greenhouse emissions, our ASV's are intelligent CleanTech tools used for cleaning our waters. As such, the all-purpose waste and data collection ASV can be used in urban, rural, industrial and leisure environments

RanMarine's WasteShark is designed to be deployed with preset mission routes on your chosen waterbody. By selecting the WasteShark's operating route and predetermining its path you are able to ensure that you cover the region you require waste or data collection. Moreover, these routes can be saved and re-run as often as the user feels is needed. In addition, the drone uses GPS routes to navigate to the desired areas and to return home. The LiDAR can optionally be added to the device to increase both safety (collision avoidance) and enhanced data captured from the environment.

- Zero greenhouse emissions
- Ease of operation
- Low cost
- Transportable



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## Royal Eijkelkamp

Personal attention and a unique range of solutions: for more than 110 years, this has been our trademark at Royal Eijkelkamp. Royal Eijkelkamp has been devising, developing, producing and delivering smart solutions for soil and water projects worldwide since 1911.

These innovative solutions, together with the existing knowledge and expertise of our soil and water specialists, have served to raise projects to a higher level. From field measurement equipment to smart sensing & sampling and from Edelman augers to CPT and sonic drilling machines, Royal Eijkelkamp has quite a range on offer.

Royal Eijkelkamp is involved in soil and water projects worldwide within the themes Land Degradation, Food Security, Urbanisation, Pollution, Land Development and Natural Resources.

Specially selected partners in 5 continents and in more than 90 countries represent Royal Eijkelkamp. These are the first points of contact for the local Royal Eijkelkamp customers and they know all there is to know about our product range.

The difference is being made, both literally and figuratively, in the Netherlands. To be sure and to guarantee that the customer gets the absolute best, all Royal Eijkelkamp equipment is made in Giesbeek in The Netherlands. Royal Eijkelkamp has a production department where quality products are produced by skilled workers on a daily basis: products that are making the difference in soil and water projects worldwide.

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## Van Oord

Van Oord is a leading international contractor specializing in dredging, marine engineering and offshore projects. We are an innovative partner for our clients and, for over 150 years, have been helping to create the infrastructure for the world of tomorrow. The growing world population needs more space and the demand for energy is rising constantly. Increasing world trade requires more and better port facilities and climate change is threatening coastal areas. Van Oord provides innovative solutions for worldwide maritime challenges, both now and in the future.



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Van Oord is a Dutch-based, independent family business, which is characterized by visible leadership, long-term vision and a sound financial position. Substantial investments in people and equipment are made with great care to ensure the continuity of our business. Our staff, appr. 4,500, are committed, entrepreneurial professionals who are passionate about water and technology. They know the importance of cooperation in achieving the best possible result. Being open and honest, they build on mutual trust and respect. Products and services offered are Dredging, Offshore Energy and Offshore Wind.

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### Vision4Ambition

Vision4Ambition takes vision into ambition; doing/deliver business in project management and consultancy in civil engineering; taking the design to construction, making feasibility studies for the business case to realisation Professionals in the following knowledge fields: civil engineering and infrastructure, water management, hydraulic engineering and urban development

- Focus on sustainability, building windfarms, solar plants, building using materials in circular way, lifecycle approach, water management, hydraulic engineering, smart mobility in cities.
- Urban development; solutions focusing on sustainability. in infrastructure and urban development
- Recruiting engineers/consultant for your technical jobs

Willing to connect to projectdevelopers/companies who are developing innovative projects (urban development) with focus on sustainability challenges. Companies who can use professional engineers from the Netherlands

USP- I myself know it works to work in the Middle- East as I had the opportunity to work in the Middle- East before (Dubai and Qatar) on challenging USP projects itself and would love to be part of another opportunity again and to expand here.

### Vision4Ambition

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## Water Alliance



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Water Alliance is a unique partnership of public and private companies, government agencies and knowledge institutes involved in the Dutch water technology. We focus on innovative and sustainable water technology that can be used worldwide and support small and medium sized enterprises in the water technology industry in terms of (international) matchmaking, networking and business development.

Water Alliance is based at WaterCampus Leeuwarden, the Netherlands. WaterCampus Leeuwarden is the physical core of the Dutch water technology sector and has the ambition to play a sector uniting role for the rest of Europe as well.

The WaterCampus is an innovation eco-system, which brings together a complete chain of innovation for water technology, from first ideas to research & development, specialized laboratories, a water application centre and various demo sites to launching customers and ultimately tangible business. We help companies to find the best way through the innovation chain to cover their needs and speed up their developments.

WaterCampus stimulates cooperation between (inter) national businesses, knowledge institutes and governments within the water technology sector, in order to create synergy for world class innovation, education and entrepreneurship. This strengthens the global position of the European water technology sector. Additionally, WaterCampus offers a unique research infrastructure, and is a meeting point for scientists and companies from all over Europe. The international cooperation organized and stimulated by WaterCampus Leeuwarden leads to knowledge, talent and entrepreneurship that contribute to solutions for global water problems.

### Water Alliance

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## City of Rotterdam

The City of Rotterdam is the second city in The Netherlands with 650.000 inhabitants and over 170 nationalities. With Europe's largest seaport, industrial cluster and urban economy, the municipality maintains a high international profile. The Gulf region is one of Rotterdam's main focal points.

As a low lying city in the Dutch delta, Rotterdam is facing the effects of climate change quite severely. We prepare the city, businesses and residents for extreme weather events like heavy rainfall, rising sea levels and heat waves. Rotterdam is mostly living with the water instead of fighting it. To tackle these big challenges, we must be innovative and continuously reinvent ourselves. The most important switch to become a resilient city, is working in close collaboration with our citizens and the private sector. Together with them we make Rotterdam more beautiful, liveable, greener and at the same time climate proof.



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### City of Rotterdam

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## Netherlands Water Partnership (NWP)

Adept at matchmaking, NWP is the first point of call for anyone seeking expertise on water management issues or contact with the Dutch water sector. Given its wide and growing network, NWP is also the first point of call for its members in the Netherlands who are seeking expertise and partnerships internationally.

Too much, too little, in the wrong place, at the wrong time, contaminated, increasingly unpredictable deluges and droughts, water is one of the most pressing issues of our time. NWP believes that strong collaborative partnerships and the sharing of expertise can help solve global water issues.

The Netherlands is a major player in the international water sector and always looks for ways to share its expertise and to learn from others. The Netherlands Water Partnership works along cross-cutting themes that make it possible to look at different challenges from an integrated approach. Among these are, climate resiliency, water & agri-food, finance for water, water technology, water & crisis.

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## Rotterdam Partners

Growing your business in The Netherlands or internationally? We are going the extra mile for you!

The city of Rotterdam is a 'World Port City' being the largest port of Europe and a 'hip and happening' city. Rotterdam is a global center of maritime, logistics & sustainable innovation where international talent feels at home.

Rotterdam Partners promotes the regional economy. The International Trade & Investment department attracts FDI, promotes trade and supports innovation ecosystems like Cambridge Innovation Center (CIC) in Rotterdam, Venture Café, ScaleUpDelta, 42workspace, RDM Rotterdam and more. We offer our 'Red Carpet Treatment' to companies that want to set up in Rotterdam to grow their business in Europe. Besides, we inform and support international talents through our Rotterdam Expat Centre.

All our services are confidential and free of charge!

## InnovationQuarter

InnovationQuarter is the regional economic development agency for the Province of Zuid-Holland, also known as the greater Rotterdam – The Hague area. Our mission is to strengthen the regional economic structure by stimulating the innovation and business growth potential in this unique delta region. In close collaboration with all major corporations and many SME's, educational and research institutes as well as government organisations, we align the efforts required to design a brighter tomorrow.

75% of Dutch horticulture R&D takes place in the greater Rotterdam – The Hague area, which is home to the highest concentration of advanced greenhouse cultivation in the world. Our horticulture community is ideally located between Europe's leading logistics hub (Port of Rotterdam), the world's best university in agriculture (Wageningen University and Research) and our renowned high-tech sector (centered around TU Delft).

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## VNO-NCW



**Ingrid Thijssen**  
President VNO-NCW

The Confederation of Netherlands Industry and Employers, known as VNO-NCW is the largest employers' organisation in the Netherlands. It has 150 branch organizations and more than 400 individual enterprises as affiliate members, representing a total of over 120,000 companies.

It covers practically all sectors of the Dutch economy: industry, commercial services, construction, the retail trade and the care sector. VNO-NCW represents the whole of Dutch industry, from the smallest firms to the largest corporates. It represents 80% of companies with more than ten employees and 95% of companies with over 100 employees and all companies in the Netherlands employing more than 500 staff.



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In cooperation with governments and other social parties, VNO-NCW strives for an inclusive and sustainable Netherlands, where everyone benefits from increasing prosperity. This requires sustainable economic growth and a high quality business and investment environment.

VNO-NCW's represents the interests of its members by active ongoing contacts with the government, politicians, public authorities, trade unions and non-governmental bodies. VNO-NCW sits on numerous government advisory and consultative committees in The Netherlands, in Brussels and in international bodies as the International Labour Organisation and, through the BIAC, in the OECD.

### VNO-NCW

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