

23 – 28 March 2015

# Netherlands Economic Mission to China

2015年3月23-28日

## 荷兰赴中国经济代表团



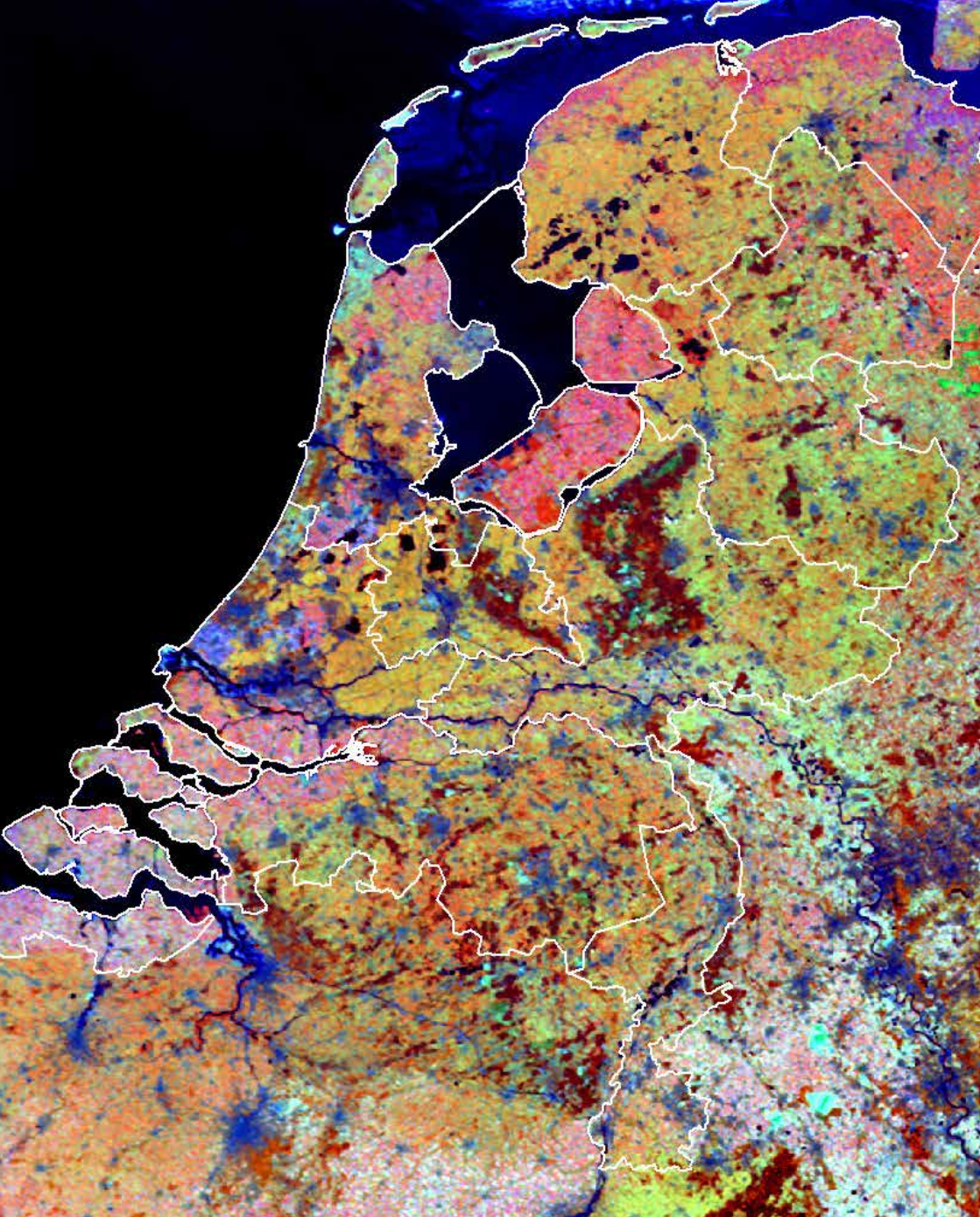
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**The Netherlands**







**Mark Rutte**  
Prime Minister

## Foreword

It is a great pleasure to lead this economic mission to China. I am proud to be accompanied by a knowledgeable, expert Dutch business delegation from promising sectors such as agri-food, energy, environmental technology, high-tech, urban development, electronics and e-commerce. For those already doing business in China, this mission is an opportunity to expand their network. For others, the mission can be an excellent first step in learning about and gaining access to the Chinese market.

Relations between China and the Netherlands go back to the 17th century. The famous Dutch painter Vermeer was fascinated by Chinese porcelain when it was introduced in the Netherlands, and showed it in his paintings. And Sino-Dutch ties have deepened over the centuries. During President Xi Jinping's visit to the Netherlands in 2014, our two countries expanded their longstanding relations, pledging to develop an open, pragmatic and comprehensive partnership. This mission's expansion of people-to-people exchanges is in line with our pledge.

After the successful mission I led to Beijing in November 2013, this mission will focus on different regions of China, including visits to both Shanghai and Shenzhen. I am pleased that Minister for the Environment Wilma Mansveld will be joining us. Her presence is a testament to the ambition shared by both countries to seek sustainable investment opportunities. As home to the world's busiest port, Shanghai is one of China's main gateways for foreign trade. Over 500 Dutch companies have already found their way to the Shanghai region, known as the commercial and financial centre of the People's Republic. The city of Shenzhen is equally important: the high-tech and manufacturing hub of southern China, and home to the world's third-busiest container port. Shenzhen is also a leader in R&D, innovation and urban planning, and the link between Hong Kong and the rest of China.

This mission will enable the participating Dutch enterprises to meet their Chinese counterparts and exchange knowledge and expertise, and it will facilitate new partnership agreements.

Trade has always been a key feature of Sino-Dutch bilateral relations. It has expanded rapidly over the last 20 years, to almost €40 billion in 2014. By now almost all Dutch multinationals have invested in China, as have over a thousand SMEs. But there are still ample opportunities to explore during this trip.

I am confident that, under the capable guidance of Director-General for Foreign Economic Relations Simon Smits, our meetings in both Shanghai and Shenzhen will boost trade and investment and enhance the climate for cooperation between Dutch and Chinese businesses.

May this mission advance our outstanding Sino-Dutch economic and trade relations.

I wish you all an inspiring and successful mission.

Mark Rutte  
*Prime Minister of the Kingdom of the Netherlands*

## 前言

我非常高兴率领经贸代表团访问中国，我也感到十分荣幸随行的经贸代表团云集了荷兰前景广阔的产业如农业，能源，环境技术，高科技，城市发展，电子产品和电子商务等众多领域的专家和业界代表。我相信，对于已经进入中国市场的荷兰企业，这次访问将给他们提供一个拓宽商务网络的机会。对于其他企业，这次访问可以为他们了解和进入中国市场创造一个良好的开端。

中荷关系可以追溯到十七世纪。比如说，著名荷兰画家维米尔对当时传入荷兰的中国瓷器就非常着迷并且将此体现在他的画作中。几百年来中荷双边关系不断发展和拓宽。2014年习近平主席访问荷兰期间，荷兰和中国双方明确表示要致力于建立持续开放务实全面合作的双边伙伴关系。顺应双边关系发展的良好契机，这次访问旨在扩大双方的人文交流。

2013年11月，我率团成功访问了北京。而这次的访问重点在中国不同的地区包括上海和深圳，我很高兴环境部曼斯菲尔德部长随团出访，她将见证中荷两国在相关领域寻求可持续的投资机会所做的共同努力。

上海港号称世界上最繁忙的港口，因此也是中国最重要的对外贸易门户之一。五百多家荷兰企业已经在上海这个中国大陆的商业和金融中心落地生根。当然深圳这个城市也同等重要，她是中国南方高科技和制造产业枢纽城市，名列第三的世界最繁忙集装箱港口。深圳不仅是研发、创新和城市规划领域的佼佼者，还是连接中国大陆和香港的纽带。

这次访问将促进荷兰企业和相应的中方合作伙伴相互了解和交流，也将促成新的合作协议的产生。

双方贸易往来一直以来是中荷两国双边关系中最重要的一环，最近二十年来发展迅猛不断扩大。2014年中荷双边贸易总额约四百亿欧元。几乎所有荷兰跨国企业都在中国投资，还有一千多家中小企业也在蓬勃发展，但是仍然有很大的空间。这次访问将是一个很好的探索这些商机的机会。

我坚信，在对外经济关系司施密茨司长的带领下，这次在上海和深圳的访问将进一步促进双方的贸易投资，加强和改善您们与中方商务伙伴的合作环境。

让我们共同努力为良好的中荷经贸关系更上一层楼！祝您们的访问取得丰硕成果，圆满成功！

荷兰首相  
吕特



# Introducing the Netherlands



Source: Rijkswaterstaat

A country that the Dutch created in the delta of three large rivers, flowing into the North Sea... Where two thirds of GDP are earned below sea level... Where there used to be a lake almost two million acres wide where Amsterdam Airport Schiphol is today...

Where innovative and daring solutions for water control protect half of the country against the risk of being flooded. It earned us a worldwide reputation... **We know water.**

A country that was in need of more land for agriculture... Where land was reclaimed from the sea and kept dry: the famous 'polders'. A country supposedly too cold to grow certain vegetables and flowers... Where greenhouses were invented as a solution to this problem. Where Dutch farmers now produce 2.5 times more food per acre than EU farmers produce on average... **We know food & flowers.**



Source: Tomato World



Source: Europe Container Terminals BV, Rotterdam

A country that is the gateway to Europe... Connecting nearly half a billion consumers in the European hinterland to the world's producers... Thanks to the world-class Port of Rotterdam, the internationally praised Amsterdam Airport Schiphol, an extensive network of waterways, Europe's strongest road transport sector and an extensive network of rail links... **We know logistics.**

A country with an open and cooperative attitude... Whose residents have always felt the need to explore what lies beyond its borders... Where the world's first multinational corporation originated in the 17th century. A country where, today, more than 80% of people who are 15 years or older speak English... **We know international business.**



Source: Hans Kouwenhoven

## Worldwide ranking

- **1st** Best performing European healthcare system (2013, Euro Health Consumer Index)
- **1st** Production and auctioning of cut flowers and flower bulbs
- **2nd** Number of broadband connections per 100 inhabitants (39.4%)
- **2nd** Density of road network
- **2nd** Export of agricultural products (103.3 billion US Dollar)
- **2nd** Quality of Water Transportation (9.04)
- **2nd** Logistics performance Index (4.05)
- **4th** Largest seaport in the world (Port of Rotterdam), largest in Europe
- **6th** Exporter of goods (555 billion US Dollar)
- **7th** Foreign direct investment in the Netherlands (From Europe)
- **8th** Import of commercial services (119 billion US Dollar)
- **9th** Dutch investments abroad (976 billion US Dollar)
- **9th** Importer of goods (501 billion US Dollar)
- **9th** Export of commercial services (134 billion US Dollar)

## Facts & figures 2014

- **Form of government** Parliamentary democracy, constitutional monarchy
- **Capital city** Amsterdam
- **Seat of the government** The Hague
- **Composition of the country** Twelve provinces, overseas territories of Aruba, Curaçao and St. Martin. The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean, are 'special municipalities of the Netherlands'
- **Language** Dutch, Frisian
- **Monetary unit** Euro
- **Number of inhabitants** 16,848,640 (May 2014)
- **GDP in the EU** 615.4 billion Euro (2014)
- **GDP per capita** 43.146 US Dollar (2012)
- **Trading partners** 1) Germany; 2) Belgium; 3) UK; 4) France;
- **Import partners** 1) Germany; 2) Belgium; 3) China;
- **Dutch investments abroad** 777.2 billion Euro (Ultimo 2013)
- **Foreign direct investment in the Netherlands** 485.9 billion Euro (Ultimo 2013)
- **Command of foreign languages** English (80% of > 15 years old), German (66%) and French (25%)

*Knowledge is power. Sharing knowledge is more powerful. Doing business the Dutch way is doing business with you and for you! It's not about quick fixes or easy money, but about cooperation and consideration of individual needs of partners... Trade is in our DNA. It makes us **Pioneers in International Business.***

# 荷兰概览



(来源：荷兰公共工程与水管理总局)

这是一个荷兰人在流向北海的三大河三角洲处所建立的国家... 这是一个三分之二的GDP来自海平面以下的国家... 在这个国度，在一个约200万英亩的湖泊的旧址之上矗立着阿姆斯特丹史基浦机场... 在这个国度，创新而大胆的控水解决方案帮助这个国家一半的地区防范洪灾风险，为我们赢得了世界性声誉...**我们了解水。**

这是一个农业用地利用程度曾经较低的国度... 但是我们通过著名的“polders (围海造田)”从海洋要地并保持土地的干燥。这是一个人们曾经认为气候过于寒冷而无法种植某些蔬菜和鲜花的国度... 但是我们发明了温室大棚解决了这一问题。现在，荷兰每英亩土地的产量是欧盟平均产量的2.5倍...**我们了解食物和鲜花。**



(来源：Tomato World (温室番茄生产企业))



(来源：欧洲集装箱码头公司 (鹿特丹))

这是一个有着“欧洲门户”美誉的国度... 世界一流的鹿特丹港、备受国际推崇的阿姆斯特丹史基浦机场、四通八达的水路交通网络、欧洲最强的公路运输部门以及发达的铁路网络... 将欧洲腹地近5亿的消费者与世界各地的生产商连接在一起...**我们了解物流。**

这是一个秉承开放与合作的国度... 这里的居民永远常有探知边界之外世界的需求... 17世纪在这里诞生了世界上第一个跨国企业。在这里，超过80%的15岁以上人口会说英语...**我们了解国际贸易。**



(来源：Hans Kouwenhoven)

## 荷兰的世界排名

- **第一位** 欧洲最佳医疗保健系统 (2013年欧洲健康消费者指数)
- **第一位** 切花和球根花卉生产和拍卖
- **第二位** 每100位居民的宽带连接率 (39.4%)
- **第二位** 路网密度
- **第二位** 农产品出口 (1033亿美元)
- **第二位** 水路运输质量(9.04)
- **第二位** 物流绩效指数(4.05)
- **第四位** 全球第四大港口 (鹿特丹港)、欧洲最大港口
- **第六位** 货物出口(5550亿美元)
- **第七位** (来自欧洲的) 外国对荷兰直接投资
- **第八位** 商业服务进口 (1190亿美元)
- **第九位** 荷兰对外投资(9760亿美元)
- **第九位** 货物进口 (5010亿美元)
- **第九位** 商业服务出口(1340亿美元)

## 2014年资料与数据

- **政体:** 议会制君主立宪制
- **首都:** 阿姆斯特丹
- **政府所在地:** 海牙
- **国家行政区:** 十二个省和阿鲁巴、库拉索、圣马丁三个海外属地。另有位于加勒比海地区的博奈尔、萨巴和圣尤斯特歇斯三个海外岛屿, 是“荷兰的直辖区”
- **语言:** 荷兰语和弗里斯兰语
- **货币单位:** 欧元
- **人口数量:** 16,848,640 (2014年5月)
- **在欧盟中的GDP:** 6154亿欧元(2014年)
- **人均GDP:** 4.3146万美元(2012年)
- **贸易伙伴:** 1)德国; 2) 比利时; 3) 英国; 4) 法国
- **主要进口国:** 1) 德国; 2) 比利时; 3)中国
- **荷兰对外投资:** 7772亿欧元(截至2013年)
- **外国在荷兰的直接投资:** 4859亿欧元(截至2013年)
- **外语掌握程度:** 英语 (15岁以上人口有80%以上会讲英语)、德语(66%) 和法语(25%)

知识就是力量。分享知识带来更大的力量。荷兰人的营商方式就是合作与共同谋利，不是走捷径或捞取不义之财，而是合作与考虑合作伙伴的个性化需求...贸易精神已深入我们的骨血，使我们成为国际贸易的先驱。





## Company profiles

## 公司简介



**Hui Wang**

Chairman of the board

ADO Den Haag, is a Dutch professional football club from The Hague, that plays in the Eredivisie, the highest level in Dutch football. Founded in 1905, the club is two times Dutch champion and two times cup winner. ADO Den Haag is known as a people's club, with loyal local support. Recently ADO Den Haag has been taken over by United Vansen, a Chinese sports marketing agency. This is the first time a Dutch club is Chinese owned. The city of The Hague, city of peace and justice, is very internationally oriented. The take-over by United Vansen gives ADO Den Haag new opportunities for development on sportive as well as business level. In the vision of the new owner, Mr. Wang Hui, the combination of sports and business will lead to the establishment of long-term success.

荷甲海牙足球俱乐部（ADO Den Haag）是来自荷兰海牙的职业足球俱乐部，跻身于荷兰最高级别的足球比赛荷甲联赛。俱乐部成立于1905年，曾两次获得荷兰联赛冠军，两次获得荷兰足协杯冠军。荷甲海牙足球俱乐部被称为人民俱乐部，在本地拥有极为忠诚的粉丝支持。来自中国的体育营销公司北京合力万盛国际体育发展有限公司最近收购了该俱乐部。这是荷兰足球俱乐部首次迎来中国东家。被誉为和平与公正之城的海牙市拥有非常国际化的视野。合力万盛公司此次收购不仅从体育层面上为荷甲海牙足球俱乐部带来了新的发展机会，也从商业上为其打开了新局面。在俱乐部新主人王辉先生看来，体育和商业的结合将带领俱乐部走向长期的成功。

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AEB Amsterdam (AEB) is world's largest waste-to-energy company on one location.

With almost 400 employees AEB operates a Waste to Energy Plant and a Waste Fired Power Plant.

AEB converts annually 99% of the 1.4 million tons of municipal and industrial waste into sustainable energy and raw materials.

The Waste Fired Power Plant is partly based on AEB's technological innovations. Thanks to these innovations the energetic efficiency is over 30%, the highest in the world of waste to energy conversion. This high efficiency contributes to the climate goals of the City of Amsterdam to reduce CO2 emissions by 40% in 2025.

AEB produces 1 million MWh of electricity and up to 300.000 gigajoules per year. This heat is used for district heating: hot water and central heating for Amsterdam households.

After the incineration AEB recovers valuable metals such as iron, copper and aluminium. The remains are used as fill material in road construction. Products extracted from the flue gas are used in the asphalt industry. Additionally, gypsum is extracted and can be put to use in de construction industry.

阿姆斯特丹AEB能源公司（AEB）是全球最大的废物—能源同址处理转换公司。

AEB公司拥有近400名员工，旗下管理着一家废物能源转化工厂和一家垃圾焚烧发电厂。

AEB公司每年处理140万吨城市垃圾和工业垃圾，并将其中99%转化为可持续能源及原材料。

垃圾焚烧发电厂得益于AEB公司的技术创新。技术创新让发电能效超过30%，高居全球垃圾转化能源能效第一位。高能效为阿姆斯特丹达到在2025年降低二氧化碳排放率40%的气候目标作出了贡献。

AEB公司年发电量为100万兆瓦时，最高可年产300000千焦能量。这些热能被用于集中供暖，保障阿姆斯特丹住户的热水及暖气供应。

AEB公司从焚烧后的垃圾中回收铁、铜、铝等有价值金属；焚烧后的残留物用作公路建设的填充材料；燃烧所产生废气的提取物被用于沥青工业；此外，还可从中提取建筑用石膏。





**Alfonso Wolbert**  
CEO ARX Architects



**Yang Pu**  
Managing Director

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ARX architects has been founded in September 1982 by Alfonso Wolbert. In 2012 ARX opened a branche office in Shanghai, China.

ARX focuses on innovations in the area of architecture, urban construction, building engineering and interior design. The company does this from its ARXlab by layering its own knowledge with the expertise of its partners. The focus is emphatically on what the company likes to call integral sustainability.

In 2014 ARX wants to develop further in the area of integral sustainability and implement its acquired knowledge in all its projects. With a solid reputation and a long history ARX is one of the key architectural bureaus in The Netherlands, with an extensive expertise in the field of energy neutral designing and building and has been rewarded prizes on numerous occasions for its stunning designs in combination with its out-of-the-box sustainable solutions. Using BIM at an advanced level and laserscan technology, ARX is also one of the forerunning bureaus in The Netherlands.

ARX建筑所被Alfonso Wolbert成立于1982年9月。2012年ARX在中国上海设立了一个办事处。

ARX集中在创新领域的建筑,城市建设、建筑工程和室内设计。公司这从ARX实验室通过分层自己的知识与经验的合作伙伴。着重把重点放在公司喜欢所谓的积分可持续性。\*

2014年ARX想进一步发展领域的整体可持续发展和实现其获得知识的项目。与坚实的声誉和ARX悠久历史的一个关键建筑部门在荷兰,有一个广泛的专业领域的能源中性设计和构建,奖励奖无数次的惊人的设计结合了开箱即用的可持续的解决方案。使用BIM处于先进水平,提升技术,ARX也是预示局在荷兰。

## City of Almere



**Jan de Groot**

Director Investment Promotion



**Hairong Wang**

China Chief Representative

### City of Almere

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[www.gateway-china.cn](http://www.gateway-china.cn)

## City of Almere (Sister City Shenzhen)

From the moment of its establishment in 1976, Almere has been one of the fastest growing cities in Europe. In merely 39 years it has attracted over 200,000 residents and 14,500 businesses. Almere is one of the four main cities in the Amsterdam Metropolitan Area and the seventh largest city in the Netherlands.

The expansion of the city - the road to urban adulthood - continues apace. Its ambition is to double in size over the next twenty years, making Almere the fifth (or even the fourth) largest city in the Netherlands. The intended growth of the city will take place in an ecologically, socially and economically sustainable fashion. One of the main objectives of the city's spatial planning agenda is to provide an integrated solution for environmental consideration, while at the same time attaining optimal levels of quality of life, comfort and social, economic and cultural values.

从1976年阿尔梅勒市建立以来,这个城市一直是欧洲增长最快的城市之一。在仅仅39年里,它已经吸引了超过20万居民和14500商业团体。并且阿尔梅勒市是阿姆斯特丹都市圈的四个主要的城市之一,也是荷兰第七大城市。

城市的扩张——城市发展之路——继续迅速发展空间。阿尔梅勒市的雄心壮志表 现在在未来的20年时间里,是其城市规模扩大2倍,使阿尔梅勒市成为荷兰第五大城市(亦或是荷兰第四大城市)。城市的增长将在生态,社会和经济可持续发展的方面进行。城市的空间规划议程的主要目标之一就是提供一个综合的解决方案,即可以最大化的保护环境,又可以与此同时,让生活的舒适性和社会,经济,文化价值达到最佳水平。



**Jan Lonink**

Mayor of the City of Terneuzen

Mr. Jan A.H. Lonink (1951) is mayor of the city of Terneuzen. Before this he did a lot of professional work as a member of the Dutch Parliament and international cooperation. His city promotes the understanding and cooperation with other countries: Belgium, Poland, Georgia and during the last 10 years Mr. Lonink developed strong ties with the Shanghai Minhang District. Many initiatives were taken on education and health. Besides this the harbour city of Terneuzen is interested in strengthening the cooperation with Chinese harbours like Shanghai. After this mission Mr. Lonink will continue his visit in Minhang District (Shanghai) for further development of the Terneuzen – Minhang understanding and cooperation.

扬·龙宁(Jan Lonink)先生（出生于1951年）现任泰尔讷曾市(Terneuzen)市长。在此之前，他曾是荷兰议会、国际合作组织成员。他推动了该市与比利时、波兰、格鲁吉亚等国的相互理解与合作。在过去的十年间，龙宁先生促进了泰尔讷曾市与上海闵行区的紧密关系，尤其在教育和医疗方面开创了很多合作项目。泰尔讷曾这座港口城市有意与上海这样的中国港口城市加强合作。本次代表团行程之后，龙宁先生将继续他在（上海）闵行区的访问，进一步推进泰尔讷曾--上海两市的理解与合作。

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CompaNanny is a high quality, international, daycare company. We offer bilingual daycare and early childhood education for children from 0-4 years old. Because we believe in a better future, we strive to offer the best support for the development of children, who are the next generation and have the opportunity to improve the future. Our extensive pedagogical philosophy is an excellent base for the best people in the sector to offer high quality daycare. According to a recent United Nations rapport, the Dutch children are the happiest in the world. The environment of our locations is hygienic, homely, warm and spacious. Next to that we apply a professional approach and support families with extra services like home cooked biological meals, extensive opening hours and coffee to go. Our locations are both in living area's, like compounds and working area's like in house daycare for specific companies.

CompaNanny公司为您提供高质量、国际化的日托服务。我们面向0—4岁婴幼儿，提供双语托班和早教服务。我们坚信未来会比今天更美好；我们努力为孩子的成长提供最好的支持。新一代孩子们手中握有让未来更美好的机会。我们秉承这样的教育观点：建立一个优秀的平台，让最好的人员来提供最优质的幼儿日托服务。根据最新的联合国报表，荷兰的孩子是世界上最快乐的孩子。我们的场所环境干净又舒适，温暖而宽敞。此外，我们还采用专业手段为家庭提供额外的服务，例如供应家常生物餐、延长开放时间以及可打包带走的咖啡。我们的校区既有设立在的居民住宅区（比如校园），也有开设在工作密集区的（比如应公司要求在其办公场所内提供日托服务）。



D W funeral supplies



**Gardine van Dam-  
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We are a young and dynamic business which sells coffins and other funeral related products. Until now we are buying our products by wholesales.

The whole business is developed next to the funeral home company which was established in 1960. Considering the increasing demand to more personal coffins we see perspective in setting up a fashion of a coffin company in China. Production will take place in China, the coffins will then be exported to Europe. After this business is setup we also have interest in setting up distribution business as wholesale after import.

We would like to come in contact with businesses who are interested in production and possible cooperation.

我们是一家充满活力的公司，专业从事葬礼服务、棺材等周边商品的销售。直到目前为止，我们都是以批发的形式进行产品采购的。

随着市场上对个人棺材需求的日益增长，棺材业务伴随着我们成立于1960年的家族葬礼公司而逐步扩大，直到发展成现在这样一个专门的棺材公司。

我们很高兴的看到在中国设立一家产品可以出口销往欧洲流行款式棺材生产厂家的前景，同时也对中国进口产品，然后作为批发商进行分销抱有兴趣。

综上所述，我们在中国可以找到有意向的生产厂家和合作对象。



**Henk Witteveen**  
CEO/Founder

EARTH Concepts, Daily 6.000 people die, children in particular, due to the lack of clean drinking water. To support us we don't ask for your money or your help by becoming a volunteer. We simply ask you to drink our products like EARTH Water, EARTH Coffee and EARTH Tea. We donate 100% of the net profit generated by selling these products in order to finance water projects. We invest money in sustainable water systems in areas in which these are needed most. What are you waiting for? Start today and help us to invest in clean drinking water by drinking one of our products.

EARTH Concepts has already donated €692.043 to several water projects with the help of our partners.

因为纯净的饮用水的匮乏，全球每天有近6000人失去了他们宝贵的生命，而其中绝大多数是少年儿童。因此，我们希望您能伸出援手，帮助他们；我们不会让您捐钱捐物，也不需要您参与志愿者活动，只希望您能支持我们的产品，如EARTH水，EARTH咖啡和EARTH茶等。我们会把所赚取的所有纯利润捐献给全球的纯净水机构，用来在缺水的地区投资建设可持续发展的纯净水系统。所以请支持我们的产品，帮助全世界缺水的孩子们都喝上纯净的饮用水。

EARTH Concepts, 在大家共同的支持和帮助下，已经向全世界不同的纯净水项目捐赠了近65万欧元。

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### Philippe Terheggen

Managing Director  
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安永 (Ernst & Young) 是保险、税务、财务交易和咨询服务的全球领导者，业务遍及140个国家和地区。

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e-Traction develops, realizes and implements superior, distinguished and patented powertrain technology in e-mobility. Although it concerns a platform technology, the key focus markets on the short term are medium – and heavy-duty vehicles, such as city buses and urban distribution trucks.

### Products and Services Offered

- Products:
  - TheWheel: direct-drive synchronous in wheel motor (SM series)
  - TheDrive: high voltage inverter solutions (MD series)
  - TheControl: powertrain control solutions (PCM series).
- System Engineering and -supply: the knowledge on electric powertrains is utilized to engineer, supply and support the entire powertrain. This can be applied on new vehicles, but also on entire vehicle conversions.
- Licensing and IPR-services

### Unique Selling Points

- lowest total Cost of Ownership, due to maximum efficiency
- zero emission powertrain technology
- alternative energy source
- maximum design freedom

### Profile of commercial contacts

- potential licensing or joint venture partners. The companies should have experience with similar technologies (electric motors) and/or access to the China OEM bus- and truck market.

e-Traction 公司开发、生产和应用电动交通领域拥有专利的、卓越而独特的动力系统技术。尽管有涉及到平台技术，公司短期内仍重点关注中型和重型车辆市场（城市公交车/城市配送车）

### 产品和服务

- 产品：
  - TheWheel（推进技术）：直驱式同步轮毂电机（SM系列）
  - TheDrive（传动技术）：高压变频器（MD系列）
  - TheControl（控制技术）：动能总成控制单元（PCM系列）
- 系统工程设计和生产：运用电力动力系统知识来设计制造、供应和支持整个动力系统。可应用于新型车辆及整个车辆改装中。
- 特许经营和知识产权服务

### 独特卖点

- 效率最大化，获得最低运转总成本
- 零排放动力系统技术
- 采用可替代能源
- 最大程度的设计自由

### 希望建立的商业合作关系

- 潜在特许经营或合资经营伙伴。合作企业须拥有相近技术领域（电动机）经验以及/或可进入中国OEM公交和卡车市场。



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FMO (the Netherlands Development Finance Company) is the Dutch development bank. FMO supports sustainable private sector growth in developing and emerging markets by investing in ambitious entrepreneurs. FMO believes a strong private sector leads to economic and social development, empowering people to employ their skills and improve their quality of life. FMO focuses on three sectors that have high development impact: financial institutions, energy, and agribusiness, food & water. With an investment portfolio of EUR 6.3 billion, FMO is one of the largest European bilateral private sector development banks.

荷兰发展融资公司（FMO）即荷兰发展银行。荷兰发展融资公司通过投资于胸怀抱负的企业家，支持发展中及新兴市场里可持续的民营产业发展。荷兰发展融资公司相信，强有力的民营企业能够引领经济和社会发展，帮助人们发挥技能专长，提高生活品质。荷兰发展融资公司专注于三个具有重大影响力的行业：金融机构，能源行业，以及农业综合企业、食物和水。荷兰发展融资公司的投资组合金额达63亿欧元，位列欧洲最大的双边民营行业发展银行之一。



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GreenPeak Technologies, is the world leader in the Wireless IEEE 802.15.4/ ZigBee smart home market offering semiconductor products and software for the Smart Home / Internet of Things. GreenPeak has built an impressive customer portfolio of the world's largest Operators and Customer Premises Equipment (CPE) providers. The GreenPeak founders have significantly contributed to the invention of WiFi used by several billion people today. GreenPeak is privately funded. It is headquartered in Utrecht, The Netherlands and has offices in Hong Kong, China, Belgium, France, USA, Japan and Korea.

**Products and Services offered**

GreenPeak Develops and Produces Wireless Technologies (Silicon, S/W and Cloud Systems) for the Internet of things (IOT). The company provides "Turn Key" Smart Home systems for services providers and retailers.

**USP**

GreenPeak's Wireless and System expertise in the IOT market allows Service Providers, Operators and Retailers to offer Reliable, Maintenance free Smart Home Systems against a low cost, allowing very profitable service models.

**Interest**

GreenPeak is interested to contact Companies and Government Bodies interested in providing solutions for the Elderly Population in China, as well companies interested in providing Smart Home / Social Media solution in the IOT market.

GreenPeak科技公司，无线IEEE802.15.4/Zigbee 智慧家庭全球市场的领导者，提供用于智慧家庭和物联网的各种半导体产品及软件技术。GreenPeak已经建立了由一些世界最大的运营商和客户终端设备供应商的客户组合。GreenPeak的几位创办者对WiFi技术的发明做出了重要的贡献，并使之成功商用，如今为数十亿人所用。GreenPeak为私人投资性企业，总部位于荷兰乌特勒支市，在中国、中国香港、比利时、法国、美国、日本和韩国均设有办事处。

**产品和服务**

GreenPeak 开发和生产用于物联网的无线技术。公司为运营商，服务供应商和零售商提供各种可直接投入使用的智慧家庭技术，例如：家庭监测系统和老人看护系统。

**独特的销售主张**

GreenPeak在物联网领域提供的无线技术和系统的专长在于让服务供应商，电信，广电运营商及零售商可以以低成本供应高可靠性的智慧家庭系统，从形成利润非常高的服务模式。

**兴趣方向**

GreenPeak感兴趣的是联系一些在中国致力于为老人群体提供解决方案的企业及政府，同时还有对物联网市场提供智慧家庭/社交网络解决方案感兴趣的企业。



**Wiebe Willig**  
Managing Director

Henri Willig, producer of fine cheese, offers consumers pure and distinctive quality products and is a professional, long-term partner for its clients, employees and suppliers, embodying respect for people, animals and nature.

Henri Willig is producer of, goat cheese, sheep cheese, organic cheese and many other cheese specialties but also the baby Gouda in various varieties. With this so called lunch cheese we are the market leader in the Netherlands.

Apart from making cheese, Henri Willig also sells his own creations in 19 of his own shops and they are exported to 25 countries worldwide.

At the so called “farms” Henri Willig shows more than one million visitors a year the traditional way of how to make cheese. This is a popular attraction for tourists because of the authentic Dutch atmosphere of the “farms”, the informative character and the fact that it is possible to try all the cheeses!

亨利威利格 (Henri Willig) 是一家优质奶酪生产商，为消费者提供纯净而独特的产品，是其客户、雇员和供应商专业而长期的伙伴，体现了对人类、动物和自然的尊重。

亨利威利格出产山羊奶酪、绵羊奶酪、有机奶酪和其它多种特制奶酪，以及种类繁多的小高达奶酪。在荷兰，我们是所谓“午餐奶酪”的市场领导者。

除了制作奶酪，亨利威利格还在其19家商铺中销售自创产品，出口全球25个国家。

在我们的“农场”上，亨利威利格每年向超过100万游客展示制作奶酪的传统方法。这也吸引了大批旅游者，因为这里有真实的荷兰“农场”氛围，提供丰富的信息，还可品尝种类齐全的各式奶酪！

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HEUSSEN is an independent, Amsterdam based Dutch law firm. HEUSSEN closely co-operates with HEUSSEN Rechtsanwalts-gesellschaft mbH, one of Germany's biggest independent law firms and with the Italian law firm HEUSSEN ITALIA.

We pride ourselves on providing legal services of the highest quality standard. HEUSSEN has a strong international focus. Our lawyers have worked with lawyers and law firms based on every continent. All our lawyers have a broad experience in both national and cross-border transactions. Our client base comprises large and medium sized Dutch and international companies, including Chinese, Japanese, U.S. and Canadian multinationals. We strongly believe in a multi-disciplinary, result oriented practical approach and do not merely focus on the legal issues, but always aimed at the needs and desires of our clients.

HEUSSEN and its practice groups are recommended by various international leading lawyers guides.

荷盛是一家设立于阿姆斯特丹的独立荷兰律师事务所。我们与德国最大的独立律师事务所之一HEUSSEN Rechtsanwalts-gesellschaft mbH以及意大利HEUSSEN ITALIA律师事务所都有着密切、广泛的合作。

我们自豪于为客户提供最高水准的法律服务。荷盛具备很强的国际化视野，我们的律师和各大洲的律师事务所、律师都有着紧密的合作。我所律师团队在国内法和跨境商业活动中有着极其广泛的经验。我们的客户群主要由大型和中等规模的荷兰和国际企业（包括中国、日本、美国、加拿大的跨国公司）组成。我们坚信基于法律而超越纯法律的多领域、重结果的专业素养，更在法律问题以外更好的关注客户的业务需求。

荷盛律师事务所及其业务团队获得了多个国际领先的律师业务指南推荐。



**Ye Yong**

General manager of Huawei Enterprise  
Business Group in The Netherlands

**Huawei Technologies**

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Huawei is a global leader of ICT technology and innovations. Continuously innovating based on customer needs, we are committed to enhancing customer experiences and creating maximum value for telecom carriers, enterprises, and consumers. Our telecom network equipment, IT products and solutions, and smart devices are used in 170 countries and regions. With annual sales revenue of USD 39.6 billion in 2013 and expecting 2014 sales revenue to rise by 15% to USD 46 billion, Huawei ranked 285th on the Global Fortune 500.

We invest over 10% of our annual sales revenue into R&D and more than 45% of our 150,000 employees engage in R&D. Leveraging our experience and expertise in the ICT sector, we help bridge the digital divide and promote high-quality broadband connectivity for all. As an advocate of socioeconomic sustainability, we make every effort to support secure and stable network operations, and help customers and industries improve efficiency to drive low-carbon economic growth. By localizing our operations and building a global value chain, we help local innovators maximize their global value and share win-win outcomes.

Founded in 1987, Huawei has grown to a global company with a sales volume of over USD 39 billion with business presence in over 170 countries. In the Netherlands, Huawei employs 600 staff and works together with telecom and ICT companies. Huawei currently has three offices in the Netherlands with headquarter in Amsterdam.

过去20多年，华为抓住中国改革开放和ICT行业高速发展带来的历史机遇，坚持以客户为中心，以奋斗者为本，基于客户需求持续创新，赢得了客户的尊重和信赖，从一家立足于中国深圳特区，初始资本只有21000人民币的民营企业，稳健成长为年销售规模近2400亿人民币的世界500强公司。如今，我们的电信网络设备、IT设备和解决方案以及智能终端已应用于全球170多个国家和地区。

作为全球领先的信息与通信解决方案供应商，我们为电信运营商、企业和消费者等提供有竞争力的端到端ICT解决方案和服务，帮助客户在数字社会获得成功。我们坚持聚焦战略，对电信基础网络、云数据中心和智能终端等领域持续进行研发投入，以客户需求和前沿技术驱动的创新，使公司始终处于行业前沿，引领行业的发展。我们每年将销售收入的10%以上投入研发，在近15万华人中，超过45%的员工从事创新、研究与开发。华为在170多个标准组织和开源组织中担任核心职位，已累计获得专利授权36,511件。

华为积极致力于社会经济的可持续发展，运用信息与通信领域专业经验，弥合数字鸿沟，让人人享有高品质的宽带联接；我们努力保障网络的安全稳定运作，助力客户和各行各业提升效率、降低能耗，推动低碳经济增长；我们开展本地化运作，构建全球价值链，帮助本地发挥出全球价值，实现整个产业链的共赢。



**Hans de Haan**  
Managing Director

ICBC provides a wide range of corporate, investment and retail banking products and services to over 5 million corporate clients and 449 million individual customers through approximately 17,550 offices across China, 383 overseas branches & subsidiaries and a global network of correspondent banks. Based on its solid Chinese platform as largest commercial bank, ICBC has expanded internationally and is committed to continue to do so. It is now present in more than 40 countries, including The Netherlands. From Amsterdam it is serving as a bridge between China and The Netherlands, serving local Dutch and Chinese clients. ICBC Amsterdam Branch opened for business on January 20th, 2011. Since opening it has developed products and services in Corporate, Investment and Retail Banking, specializing of course in any Renminbi business.

中国工商银行（ICBC）为超过500万企业客户及449,000,000位个人客户提供各种企业、投资及零售银行产品及服务，拥有约17,550家中国境内机构，383家境外机构，并已在全球建立代理行网络。中国工商银行是中国最大的商业银行，在此坚实基础上行已开始向国际进军，并将不断拓展。目前已在包括荷兰在内的40多个国家设立分支机构。工行现已入驻阿姆斯特丹，作为中国和荷兰之间的一架桥梁，为荷兰本地客户及当地中国客户提供服务。工行阿姆斯特丹分行于2011年1月20日开始营业。营业以来，已在企业、投资和零售银行等业务领域开发产品和服务，尤为专长于各种人民币业务。

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**Iceleads**

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Iceleads adds "BuyNow" functionality to brand websites by listing retail offers for any product. Consumers can instantly complete their purchase while retailers enjoy highly qualified leads and exposure on the brand website. For brands, the solution turns browsers into buyers without the challenges of running expensive e-commerce operations.

By indexing product inventories of 2.800 retailers in 80 markets, Iceleads offers a turn-key and global solution that can list retail offers for virtually any product in any market. Tracking the leads and sales conversion adds up to the solution benefits because it provides brands with clear insights into consumer behavior and solution ROI. The technology can also be used towards digital marketing campaigns and tracking performance. Microsoft, NVIDIA, Lenovo, HP, Asus and Bose are amongst existing clients using Iceleads technology.

Iceleads为品牌网站增加了“立即购”功能，该功能通过给出所有产品的零售网页链接列表实现。消费者可即刻完成购物，零售商也可坐享优质的数据信息和品牌网站曝光度。对于各品牌而言，此做法将网页浏览者转化为购买者，却无需自己劳神费力涉足开销不菲的电子商务。

Iceleads为80个不同细分市场的2,800位零售商的产品库存进行编号索引，提供一揽子全球化解决方案，几乎可为任何市场的任何产品提供零售链接列表。Iceleads可追踪消费者在网络商务购买过程中的各个环节与信息，这一做法让品牌商对消费者行为能及该解决方案的投资报酬率(ROI)有更为清楚的了解，大大提高了该解决方案的吸引力。这一技术还可用于数字营销活动中，也可追踪业绩表现。微软 (Microsoft)、英伟达 (NVIDIA)、联想 (联想)、HP (惠普)、华硕 (Asus) 以及 Bose等公司都已成为 Iceleads技术的用户。



**Ibo Gülsen**  
Director



**Pieter Teisman**  
Director



**May Chen**  
Executive Manager

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IGMPR represents a group of leading Dutch flower companies and designers in China to develop strong flower brands and flower (theme) parks. We increase the sales and profits of Chinese flower companies and retailers through the supply of (new) flower sorts and varieties, effective technical assistance and efficient production methods combined with innovative design of flower products and brands. With this experience we are well positioned to support local governments and real estate developers in the development and exploitation of flower (theme) parks in even the most challenging climate zones.

IGMPR组织由荷兰领先的鲜花公司和设计者组成，致力于在中国打造强势的鲜花品牌和鲜花（主题）公园。我们通过提供众多新品种的鲜花、有效的技术支持和高效的生产方法及鲜花产品和品牌的创新设计，帮助中国鲜花公司和零售商提高销售和利润。正是基于这些经验，即使是在最具挑战性的气候带地区，我们也能帮助当地政府和房地产开发商尝试和打造鲜花（主题）公园。



**Hans Goemans**  
Business Development Manager



**Reinier Duyfjes**  
China representative



**Daan van der Vaart**  
C.O.O.

**Inepro / Inepro Metering**  
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Inepro is a Dutch manufacturer, established in 1952, of payment and registration technology. Our 2 main products are split over 2 business units; Inepro and Inepro Metering.

**Inepro**

A brand new solution Inepro introduces, is a self-service print kiosk for public environments enabling everyone to print anything, anytime, anywhere from a pc, laptop, tablet or smartphone away from home or office. It's called "PrintMyDoc" and is meant for [semi] public environments like e.g. hotels, motels, restaurants, coffee shops, convenience stores, supermarkets, gas stations, airports, railway stations, libraries, universities, etc. etc.

**Inepro Metering**

We are a tier 1 branded manufacturer of electricity- and smart meters in Europe. We develop and manufacture energy meters and we have a network all around Europe. Direct from manufacturer to you for the best available prices.

We offer MID approved smart energy meters for the European market with all possible communication for EV charging systems and allowed for billing purposes.

Inepro公司于1952年成立于荷兰，专注于支付和注册技术。我们的两大业务部门分别主打两大产品Inepro和Inepro Metering。

**Inepro**

Inepro推出了全新的解决方案：自助式打印店。可用于公共场所，让所有人都能在任何时间、任何地点打印任何东西。您可以不出家门或者身在办公室就能从电脑、笔记本、平板或者智能手机端进行打印。新产品命名为“PrintMyDoc”，是为公共（半公共）场所量身定制，这类场所包括酒店、汽车旅馆、餐厅、咖啡厅、便利店、超市、加油站、机场、火车站、图书馆、院校等等。

**Inepro Metering**

我们跻身于欧洲一流电子仪表和智能仪表品牌生产商之列。我们研发和制造能量计量器，营业网点遍布欧洲。从生产商直接送到您的手中，保证价格最为优惠。

我们为欧洲市场供应MID认可的智能能量计量器，能以多种通信方式连接EV收费系统，并可用于计费。



**Jan-Peter Cruiming**  
President

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#### Jobbird.com?

We live in the digital age. Many businesses realize that yet, and are still looking at the traditional way to staff. We are convinced that it is different!

#### Self-service platform

Post your job and company presentation for free on Jobbird.com. Find staff yourself!

#### Large reach

Through Jobbird.com you can reach both the active, passive and passive candidates. Each month, the site is visited by over 1 million visitors.

#### Resume database

Find free in our CV database over 100,000 CVs.

#### Premium options

Besides the free options Jobbird.com offers a number of premium options, for even better results.

#### Service

We are there for you when you need us You can place your jobs on Jobbird.com, but you can call or email us for free professional help and support in finding your suitable candidate.

#### Jobbird.com

我们生活在数字时代。很多行业还没领悟到这一点，仍然使用传统的方式招募员工。而我们确信一切已不同过往！

#### 自助平台

将您的职位空缺和公司介绍免费挂在Jobbird.com网站上。亲自招兵买马！

#### 接触面广

通过Jobbird.com您可以接触到不同类型的求职者，不论是主动型的还是被动型的。每月都有超过百万人访问网站。

#### 简历库

我们的简历数据库中存储了100,000余份简历，敬请随时浏览。

#### 高级选项

除免费选项外，Jobbird.com还为您提供一系列高级选项，升级您的服务体验。

#### 服务

您需要的地方就会有我们的存在。您可以将职位空缺挂在Jobbird.com网站上，也可以通过电话或者电子邮件的方式获取免费的专业支持，帮助您找到合适的员工。



**Robert de Rijcke**  
Chief Commercial Officer

Kenz Cranes, as part of the Kenz Fige Group, combines over 200 years of experience in the design, production and maintenance of offshore- and harbour cranes.

We have provided pedestal mounted cranes for all kinds of offshore structures and vessels. Our product portfolio adds value to their operations, with equipment ranging from 2.5t - 500t SWL. Our products can be delivered in accordance with international standards and regulations as set forth by authorities like ABS, DNV and Lloyd's Register.

Through our service department we offer extensive maintenance, refurbishment and modification services that ensure a longer lifetime of offshore hoisting and lifting equipment. These services can be delivered at any time following the delivery of your equipment. Note that these are also offered for cranes of other manufacturers.

We supply these products and services from our head office in the Netherlands and our local office in Singapore

Kenz Cranes公司隶属于Kenz Fige集团，汇集了200多年的海上和港口吊臂起重机的设计、生产及维护经验。

公司为各种海上工程结构和船舶提供底座式起重机，我们的产品系列的设备安全负荷（SWL）从2.5吨到500吨不等，为海上工程和船舶的运营提供便利。我们能够根据美国船级社（ABS）、挪威船级社（DNV）以及劳氏船级社所制定的国际标准和规定交付产品。

公司的售后服务部门为您提供全面的维护、翻新和改装服务，让您的起重装置拥有更长的使用寿命。自购买的设备交付起即可在任何时间享受我们的服务。请注意我们也为其他生产商的吊臂起重机提供上述服务。

Kenz Cranes的总部位于荷兰，并在新加坡设有办事机构。我们期待着为您提供优质产品和服务！

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**Tom Hoorn**

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KLG Europe is one of the oldest family-owned companies in the European logistics industry. With its offices in The Netherlands, Romania, United Kingdom, and China, and long term partnerships and participation in powerful networks such as ASTRE, 24Plus and WCA, KLG is able to offer a wide range of services in Western Europe, former CIS countries, the Middle East and China.

KLG is focused on optimizing the supply chain through integrated road, rail, air and sea/ocean freight transports and logistics. Our goal is to improve the logistics balance sheet of our customers and contribute to strengthening their position on the market through our logistics solutions. KLG Europe is continuously searching for options to optimize the logistics chain for its customers and implement cost-effective solutions.

With own operations in China (Qingdao, Shanghai, Xiamen and Shenzhen), KLG-ITM Logistics China is your strategic and reliable partner for Europe-Sino logistics solutions.

荷瑞国际物流（KLG Europe）是欧洲物流行业最古老的家族企业之一，营业网点遍布荷兰、罗马尼亚、英国以及中国等多个国家，并与 ASTRE、24Plus以及 WCA、KLG等强大的网络建立了长期合作伙伴和参股关系。无论是在西欧、在独联体国家，还是在中东、在中国，都能为您提供多种服务。

荷瑞国际物流致力于优化供应链，将公路、铁路、空运、海运等货物运输途径及物流充分整合。我们的目标是改善客户的物流资产负债情况，通过我们的物流解决方案助其在市场上稳固地位。我们不断寻找新方法为客户优化物流链，采用性价比高的解决方案。

我们在中国青岛、上海、厦门和深圳都已设立自己的办事机构，KLG-ITM中国物流是您中国-欧洲物流解决方案的战略伙伴、可靠伙伴！

# KNEPPELHOUT KORTHALS LAWYERS



**Joost Vrancken Peeters**  
Managing Partner



**Lin Xu**  
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## Kneppelhout & Korthals

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Kneppelhout & Korthals N.V. is a full-service law firm, established in 1979, with a special focus on both inbound and outbound investments.

With the right people, experience and expertise we facilitate a swift and smooth entry in the Chinese and European markets. We are more than just a law firm, we share our business network with our clients and contacts to create more commercial opportunities.

### Products offered

M&A, international trade, logistics, insurance, intellectual property, IT, labour, immigration, real estate, EU competition, anti-trust, customs, dispute resolution.

### Unique selling points

- Comprehensive knowledge
- Practical experience
- Competitive, flexible fee arrangements
- Professional, efficient attitude
- Lawyers fluent in Chinese
- Extensive international network

### Profile of Commercial Contacts Wanted

- Chinese companies which intend to or already have set up business operations in the Netherlands, and Dutch companies which intend to or already have set up business operations in China.
- M&A advisory firms

### 荷兰凯拓律师事务所概况

荷兰凯拓律师事务所（“凯拓”）于1979年成立，是一家综合性的提供全面高效优质法律服务的国际律师事务所，非常重视中欧双边的投资活动。

凯拓广纳优秀人才，建立起具有丰富经验和专业知识的团队，协助客户在短期内顺利进入中国和欧洲市场并长期开展业务。凯拓不仅是一家律师事务所，也始终致力于与客户分享关系网络，为客户创造更多的商业附加值。

### 我们的服务

凯拓在公司事务、并购、贸易、物流、运输、保险、知识产权、通讯信息技术、劳工、知识技术移民、房地产、欧盟竞争、反垄断、海关、破产重组、争议解决等领域均有全面丰富的经验。

### 我们的独特优势

- 全面的专业知识
- 丰富的实践经验
- 具有竞争力且灵活的收费方式
- 专业且高效的服务态度
- 精通中文的律师
- 联合Parlex网络的合作伙伴为客户在全球范围内提供服务

### 意向合作伙伴

凯拓希望寻找并愿意协助有计划或已经投资荷兰的中国企业，及有计划或已经投资中国的荷兰企业。同时，凯拓希望联系有意向在荷兰开展并购项目的企业和服务提供商。



**Jurriaan Verschuur**  
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**Jimmy Ji**  
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KPMG operates in 156 countries and has more than 162,000 professionals working around the world, with annual turnover of USD 24.82 billion. KPMG's activities in the Netherlands comprise audit, tax, and advisory services. The KPMG client portfolio is diverse, comprising major Dutch, foreign based and international enterprises, middle market companies, non-profit organizations and government institutions. KPMG China has 16 offices with more than 9,000 professionals.

#### Products and Services Offered:

- Audit;
- Tax;
- Advisory, such as market entry study, transaction services and M&A etc.

#### Unique Selling Points:

- KPMG's dedicated Global China Practice in the Netherlands advises Chinese companies on investing in the Netherlands and Europe, and vice versa;
- We have a very experienced China team, consisting of Chinese and Dutch professionals, based in the Netherlands and China;
- In-depth market and segment knowledge.

#### Profile of Commercial Contacts Wanted:

- Looking for matchmaking with companies that might be interested in expanding their business from China to the Netherlands and vice versa.

毕马威会计事务所(KPMG)在世界上156个国家开展业务, 并拥有162,000名专业人士, 营业额达248.2亿美元。在荷兰, 毕马威的业务包括审计、税务及咨询服务。毕马威的客户群极为广泛, 包括荷兰的大型公司、驻外企业和跨国公司、中小型公司、非营利性组织和政府机构等。

毕马威中国拥有16家办事处, 超过9000名专业人士。

#### 所提供的产品和服务:

- 审计;
- 税务;
- 咨询, 如市场进入调研、兼购财务顾问, 及尽职调查服务等)。

#### 毕马威的优势:

- 毕马威荷兰中国部为中国企业进入荷兰或欧洲提供咨询服务;
- 毕马威荷兰中国部拥有一支非常有经验的团队;
- 毕马威掌握市场和行业知识;

#### 要建立商业联系的公司情况:

- 寻找那些有意愿将其业务从中国拓展到荷兰的企业并为其以上服务。





**Pascal Bleeker**  
Chief Operating Officer



**René Wassink**  
Lead Solution Architect

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Locamation offers a complete substation automation solution for HV, MV and LV market. Its product range is based on open platform architecture to protect, monitor and control your substation whilst staying affordable, reliable and sustainable.

Unique to SASensor is the separation between data acquisition and functionality. Hardware is solely used for data acquisition, and is therefore kept simple and robust. All functionality is based on our SASensor software platform. This architectural model enables easy remote upgrading to meet future market demands and governmental requirements with minimum investments. SASensor ensures flexibility in smart grid functionalities for the Energy Transition in Europe.

Locamation公司为高压、中压及低压市场提供整套配电自动化解决方案。公司产品范围建立在开放式平台架构上，以合理的价格，可信赖、可持续的产品和服务，为您的配电站提供保护和监控。

SASensor的独特之处在于数据采集和功能实现是相互独立的。硬件仅用于数据采集，因此保持其简单和耐用的特性。所有功能都基于SASensor软件平台。这种架构模型让您花费最小投资即能轻松实现远程升级，满足未来市场需要和政府要求。SASensor确保了欧洲能源转型过程中智能电网功能的灵活使用。



**Jan Looman**  
Director Business Development



**Marie-Jose Pijnenburg**  
Office Manager

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The region Rivierenland, part of southern Gelderland, is a fast growing Logistic Hotspot.

Logistieke Hotspot Rivierenland (LHR) is an organization in which local and provincial government, the educational sector and a large number of companies work together to promote the great opportunities this region can offer to both national and international companies, with a focus on European distribution.

The region has an excellent multi-modal infrastructure and is well connected with the main-ports Rotterdam and Schiphol-airport and all European countries via rail, water and roads. In the region are two large inland container terminals and there is a large number of international operating logistic and transport companies. The region also has a well trained and highly motivated workforce, and is constantly innovating and improving the logistic quality.

LHR offers companies who are looking for expansion on the European market a one-stop-shopping concept, dealing with all kind of questions companies may have and more important taking care of solutions. We call this our warm bath.

With these qualities, LHR is your logistic embassy to Europe!

Rivierenland地区位于荷兰吉尔格兰省的南部，是一个快速发展的物流热点地区。

当地政府联合省政府、教育部门以及诸多企业，协力创建了Rivierenland物流热点组织 (LHR)，旨在为本区域的国内外公司提供更好的发展机会，重点放在欧洲地区分销配送。

Rivierenland地区拥有多元化基础设施，并通过铁路、水路和公路与主要港口鹿特丹港、史基浦机场以及所有欧洲国家相连，可谓四通八达、交通便捷。

该地区有两个较大的内陆集装箱码头，还有为数众多的国际性物流及运输公司。

该地区的工人训练有素，工作积极性高，不断创新并提升物流服务质量。

LHR为希望在欧洲市场拓展业务的公司提供一站式服务，为公司解决各种可能遇到的问题，更为您跟进解决方案。希望我们的服务能让您如沐春风。

优异如此，LHR愿做您在欧洲的物流大使！



**Irina Spekman**  
Managing Director

Marecon is a business development and engineering consultancy company specialised in design and realisation of sustainable innovative integrated solutions in the field of green IT infrastructure, smart sustainable urban areas and smart cities development, healthcare, high tech infrastructure and renewables. We assist private companies and governments in realisation of their ambitions to develop or transform the existing or new urban areas and businesses into economically competitive, socially and ecology oriented, through the best world practices and innovations, which we tailor to our customers needs. We form a platform of 900 specialists of international engineering companies, innovative solution developers, architects and business consultants allowing us to provide for the expertise starting from strategy and project programme development, master planning, feasibility to market driven concept designs, detailed engineering, procurement, construction supervision and exploitation support. We operate on emerging markets and have realised the sustainable projects for financials, telecom, energy companies and governments.

马力肯 (Marecon) 是一家业务拓展和工程咨询公司, 专注于可持续创新整体方案的设计和实施, 业务领域涉及绿色信息技术基建、智能可持续城区建设、智能城市发展、医疗、高技术基建和可再生能源。我们帮助民营企业 and 政府实践其蓝图和愿景, 根据客户需求引入全球最佳实践, 量身定制创新, 向着经济有效、社会导向、生态中心的方向开发或改造现有或新建的城区及相关业务。我们搭建了一个囊括900名跨国工程公司专家、创新方案开发者、建筑师和商业咨询师的平台, 使我们有专业能力完成从策略和项目开发、总体规划、可行性研究到市场驱动的概念设计、工程设计、采购、建造监理和开发支持等各项工作。我们在新兴市场开展业务, 已经为多个金融、电信、能源公司和政府完成多个可持续项目。

## Marecon

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MeteoGroup is Europe's number 1 and among the world's top 3 leading global full-service B2B weather solutions businesses, operating across all sectors where weather impacts business decision making. We provide innovative tools and support which assist our customers to make critical decisions more effectively to create value, save costs, minimise risk and manage environmental impact. Our team of expert and experienced meteorologists is available 24/7 to deliver the highest quality analysis and advice. With over 400 employees operating in 17 offices across the world, MeteoGroup is in an ideal position to provide local services to a global audience.

In addition to the weather solutions we provide to corporate, industrial and media customers, MeteoGroup is also the company behind the best-selling apps WeatherPro and MeteoEarth and numerous weather websites.

MeteoGroup is backed by General Atlantic, one of the largest private investments firms in the world whose focus is building industry leaders in high growth sectors.

MeteoGroup公司是世界领先的企业对企业 (B2B) 全面气象服务解决方案提供商, 名列欧洲第一、全球第三, 业务涉及所有企业决策受天气影响的领域。公司提供创新型工具和支持, 帮助客户更高效的做出关键性决定, 创造价值、降低成本、减小风险并控制环境影响。我们拥有专家和经验丰富的气象学家团队, 每天24小时每周7天不间断提供高质量的气候分析和建议。我们的400多名员工工作在世界各地的17处业务机构, MeteoGroup具备向全球听众提供当地气象服务的能力。

除了向企业、工业和媒体客户提供气象服务外, MeteoGroup公司还是诸如 WeatherPro、MeteoEarth等畅销应用程序的设计者, 旗下还有众多气象服务网站。

MeteoGroup公司由美国泛大西洋投资集团 (General Atlantic) 投资, 该集团是全球最大的私募投资公司之一, 重点关注在高速增长行业中培养业内领导者。





**Etiënne Hendrickx**  
CEO and founder



**Erwin Wijnen**  
Director Brand Development & Global  
Travel Retail

**MosquitNo**  
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MosquitNo started its activities in 2009 and has since become an innovative brand with a stylish and fresh look. Our product range offers protection against mosquitoes and other insects. Protecting our skin from biting mosquitoes previously meant using sticky lubricants including the toxic substance DEET. Our concept and products are a new way of trendy, fashionable and comfortable protection against mosquitoes and other insects.

MosquitNo leverages on new technologies, consumer insights and business needs to deliver innovative solutions for worldwide protection against mosquitoes and other insects.

**Main Markets**

- Europe (head office, The Netherlands Roermond) present in most European Countries
- USA (office MosquitNo USA, Kansas City)
- South America (local office in Buenos Aires)
- North Asia & South East Asia (office in HongKong)
- Australia
- Africa

MosquitNo成立于2009年, 以一个时尚创新品牌和新面貌出现。我们的产品系列能够有效提供防护蚊子及其他昆虫。以往为免被蚊叮, 一般会采用含有毒物质DEET的粘性润滑剂。我们的理念是能够提供一个新的时尚、流行及舒适, 并且能够免被蚊叮及其他昆虫骚扰的产品。

MosquitNo利用新的技术, 消费者见识和业务需要, 为在世界各地提供了创新解决方案对抗蚊子及其他昆虫。

**主要市场**

- 欧洲 (总部, 荷兰鲁尔蒙德) 及大多数欧洲国家
- USA (分公司: MosquitNo美国, 堪萨斯城)
- 南美洲 (分公司: 布宜诺斯艾利斯)
- 北亚 和 东南亚 (分公司: 香港 - MosquitNo Asia Limited)
- 澳大利亚
- 非洲



**Herman Hessing**  
Managing Director



**Peter van Keimpema**  
Manager Resources

**NEW Energy Services**

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NEW Energy Services is a service and maintenance company of boiler installations and related products. Our technical specialists and all-round boiler experts constantly work on optimizing new and existing steam and process boiler plants. NEW Energy Services is OEM (developer) from Stork, Koninklijke Schelde and Backer & Rueb Boilers. With a group of 220 hard working people we are the biggest boiler maintenance company in the Netherlands. Our working area is 75% in the Netherlands and 25% in foreign countries as Curacao, Malaysia, Indonesia and the United Kingdom.

Our costumers are Waste- and energy plants, refineries and sugar factories such as Shell, BP, NUON, Attero, Total, Petronas, BLNG and British Sugar.

China is a new market for our company and we hope to find partners with we can co-operate for future projects in the Far East.

NEW 能源服务公司致力于锅炉设备及相关产品的服务和维护。我们的技术专家和全能锅炉行家一直竭力优化新建和现有蒸汽锅炉设备。NEW 能源服务公司是Stork、Koninklijke Schelde、Backer & Rueb Boilers等公司的代工厂(OEM)。我们的220名员工兢兢业业，让公司成为荷兰最大的锅炉维护商。我们的业务区75%位于荷兰，25%位于库拉索岛、马来西亚、印度尼西亚以及英国等其他国家。

公司客户群涵盖垃圾发电厂、精炼厂和制糖厂等，其中有壳牌 (Shell)、英国石油公司 (BP)、NUON、Attero、道达尔 (Total)、马石油 (Petronas)、BLNG以及英国糖业集团 (British Sugar) 等公司。

中国对于我们公司来说是一个全新的市场，希望能够找到业务伙伴，未来一起就远东地区的项目开展合作。



We view ourselves as partners with our customers, our employees, our community and our environment. We aim to become an Internationally Recognized Brand and we seek to look at opportunities in- and outside of the agro-industry. Our product and employees are central for the success of our business. Therefore, our mission statement is to brighten up the World.



We look forward to a successful trade mission where we aim to create synergy and broaden our horizon.

**Dave Kortekaas**  
Chief Procurement Officer

我们把自己视为客户和员工的伙伴，所处社区和环境的一份子。我们立志成为国际知名品牌，我们努力争取农产品加工业内外的一切机会。产品和员工是我们成功的中心。我们将公司使命定为点亮世界。



**Daniel de Smeth**  
Trade Representative

我们期待通过成功的贸易访问能达成协作、扩展视野。

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**Steef Korfker**  
CEO



**Edward van Beek**  
CFO



**Rob Heijtkink**  
COO

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NL | Mobility was founded for the promotion of electric mobility. Goal is to speed up the process of changing from mainly oil driven transport to a balanced mix of sustainable transport solutions, combined with clean energy production, in order to reduce CO2 and local tailpipe emissions. As a Dutch company with a broad spectrum of expertise in this field, NL | Mobility has had the honour to provide the director of the E Mobility platform within Diplomatic Council (DC): the global think tank. DC connects diplomats and businesses worldwide to create economical and ecological feasible projects. The E Mobility Platform focuses on developing and executing tailor made sustainable mobility master plans, working together with local government and business. NL | Mobility is using the Dutch knowhow, global technology, local labour and -material.

荷兰移动公司 (NL | Mobility) 致力于推动电动汽车的发展, 其目标在于要加快以汽油驱动为主的交通运输向清洁能源等混合动力的可持续的交通方式转化, 减少二氧化碳排放量和本地尾气排放。作为一家在该领域有着广泛专业经验的荷兰公司, 荷兰移动有幸成为了外交委员会 (DC) 下属电子移动平台 (E Mobility platform) 的全球智囊团成员。外交委员会是一个将全球外交官和企业联系起来, 开创具备经济和生态可行性项目的机构。其下属的电子移动平台为客户定制、开发和执行可持续的交通和移动总体规划, 同当地政府和企业通力合作。荷兰移动以运用和结合荷兰专有知识、全球化技术、本地劳动力和材料见长。



NXP Semiconductors N.V. is a NASDAQ-listed, global semiconductor company with 28,000 employees, operations in 25 countries and revenue of \$5.6 billion in 2014.

We address 'Secure Connections for a Smarter World' in a wide range of automotive, identification/security, infrastructure, internet of things and mobile applications.



**Guido Dierick**  
Executive Vice-President

In cyber security we have the world's #1 semiconductor portfolio. Next to being the NFC inventor and market leader (near field communication, a.o. for secure mobile payment), we are #1 in chips for passports, ID cards and transportation tickets.

In automotive we focus on car entertainment (worldwide #1), in-vehicle networking (worldwide #1), smart car keys (worldwide #1) and sensors. With smart mobility ITS (Intelligent Transport Systems) car-to-x communication chips, we enable safer traffic, less traffic congestion and lower pollution.



**Li Zheng**  
Chairman & President  
NXP Semiconductors (Shanghai) Ltd.

NXP chips are enabling the Internet of Things, by applying sensors, security and connectivity chips to remotely control e.g. appliances, machines, lighting, heating, air conditioning.

恩智浦半导体 (NXP Semiconductors N.V.) 是一家纳斯达克上市的国际半导体公司, 在全球25个国家设有业务机构, 旗下28,000名员工, 2014年公司营业额达到56亿美元。

我们致力于建设“智慧生活, 安全连接”, 为汽车、身份验证/保安、基础设施、物联网以及和移动应用等诸多领域实现创新。



**Maurice Geraets**  
Sr. Director New Business

公司在网络安全领域拥有全球第一的半导体系列产品。我们是NFC技术 (NFC即用于安全移动支付的近场通信技术)的发明者之一, 同时也是该技术市场领导者, 还在护照、身份证和交通票证等所用芯片领域占据行业首位。

在汽车领域我们着力于汽车娱乐设施 (全球第一)、车载网络 (全球第一)、汽车智能钥匙 (全球第一) 以及传感器。借助于智能移动ITS (智能交通系统) car-to-x 通信芯片, 我们让交通更安全, 同时减少交通堵塞、减轻污染。

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恩智浦半导体芯片将传感器、安全芯片和连接芯片应用于远程控制设备、机器、照明、供暖以及空调等, 让物联网成为可能。



**Steve Zhou**

Directeur New Business



**Ersoy Demirel**

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**ONE Multimedia**

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ONE Multimedia is a young and innovative software company based in The Hague, in the west of The Netherlands. After the spin-off from a nationwide telecom company, ONE Multimedia became an independent company since 2008 and has completed many projects for national and international customers. ONE Multimedia helped develop interactive websites, databases and mobile applications using the latest technology.

Besides delivering services to external customers, ONE Multimedia also operates a number of own websites. These successful projects can also serve as showcases of the diverse ONE Multimedia project portfolio. Our portfolio consists of website- and mobile application solutions for traditional ecommerce, auction, travel, telecom services and social media.

Our focus is the interaction between merchants and consumers by using open source technology to keep the investment and maintenance costs low.

ONE Multimedia is looking for expansion in the promising Chinese market and want to partner Chinese companies to join our success story.

一媒体 (ONE Multimedia) 是一家年轻的软件创新公司，总部位于荷兰西部的海牙。一媒体在2008年从荷兰国家电讯公司中分拆出来后，成为一家独立公司，至今已为国内国际客户完成了众多项目。一媒体运用最前沿的技术帮助客户开发交互式网站、数据库和移动应用。

除了向外部客户交付服务，一媒体旗下运营了多家自有网站。这些成功的项目展示了一媒体丰富多样的产品组合，我们的网站和移动应用方案客户涉及传统电子商务、拍卖、旅行、电信业务和社交媒体等多个行业。

我们关注商家和消费者之间的互动，运用开源技术，保持低成本的投资和维护。

一媒体期待在中国市场拓展业务，愿与中国公司合作，共同谱写成功案例。



**Lambert van der Bruggen**  
CEO Asia Pacific



**Luc Kremers**  
Director Consulting Asia Pacific



**WuYou Liu**  
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ORTEC is a world-leading provider of advanced planning and optimization solutions. ORTEC has over 1,800 customers worldwide, and 750 employees located in Europe, North America, South America and Asia Pacific.

### Products and Services

- Supply Chain Analytics
- Supply Chain Optimization: vehicle routing, load building, supply chain network design, revenue management, urban logistics/smart city initiatives

### Unique Selling Points

- Best in class by adding the power of Optimization to Business and IT solutions
- ORTEC solutions bring its clients 1) major cost savings, 2) increase of revenues, 3) efficiency improvements and 4) carbon footprint reduction

### Interest

- Commercial: Companies in Transport & Logistics, Fast Moving Consumer Goods, Retail, Oil& Gas, and Chemicals. Companies that manage their own supply chain
- Government: Ambitious cities that plan to launch 'Urban logistics/ Smart City' initiatives that include supply chain optimization through 'vehicle routing, load building & supply chain network design'.

ORTEC是全球领先的高级规划和优化解决方案供应商。公司在全球拥有1800位客户和750名员工。我们在欧洲、北美、南美和亚太地区均设有分支机构。

### 产品和服务

- 供应链分析
- 供应链优化：路径优化，装载优化，供应链网络设计，收益管理，城市物流/智能城市项目

### 独特卖点

- 为企业运营和IT解决方案装上优化的引擎
- ORTEC的解决方案能够势帮助客户1) 大幅节约成本；2)增加收益；3) 提高效率，以及4) 减少碳足迹

### 目标客户

- 企业：运输&物流企业、快速消费品企业、零售企业、石油和天然气企业、化工企业。以上企业以及需要自己管控供应链的企业。
- 政府机构：有志于通过供应链优化来实现“城市物流/智能城市”计划的政府。有关举措包括“车辆路径优化、装载优化&供应链网络设计”。



**Playhead**  
E-COMMERCE TO CHINA



**Fabian Nijlant**

Founder & E-commerce to China specialist

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Playhead China supports companies that want to enter the Chinese market through e-commerce. In doing so Playhead China acts as consultant, co-entrepreneur or licensee. A wide network of Chinese expert companies is partnering with Playhead China, ranging from logistics, web development and customer support to market research, advertising and social media.

Playhead China is also active as online retailer in China. In cooperation with the known Dutch retailer Flinders, Playhead China runs the Flinders China store at Tmall Global, selling famous European design products to the Chinese customer. This year Playhead China expects to open more stores at Tmall Global – all in collaboration with renowned manufacturers and retailers.

Playhead China is founded by Fabian Nijlant. Fabian Nijlant is a Dutch e-commerce entrepreneur and frequent speaker about e-commerce in China. After a successful corporate career in companies like Compaq, HP, TomTom and Sonos, Fabian Nijlant founded Playhead China in 2013.

领先（中国）公司为有意通过电子商务进入中国市场的公司提供咨询服务、担当合资伙伴或授权代理方。领先（中国）与大量中国资深企业有着广泛联系，其中涉及物流、网站开发、客户支持、市场调研、广告和社交媒体等多个领域。

领先（中国）也是一家活跃的网上零售商，与著名的荷兰零售企业弗林德斯

（Flinders）合作，负责其在天猫国际（Tmall Global）上的运营，向中国顾客销售知名欧洲设计产品。今年，领先（中国）计划与多家知名制造商和零售商合作，在天猫国际（Tmall Global）上开设更多商铺。

领先（中国）由法比安·尼伊朗先生创立。法比安·尼伊朗是荷兰电子商务企业家，常在中国进行电子商务方面的演讲。他曾在康柏（Compaq）、惠普（HP）、通腾（TomTom）、搜诺思（Sonos）等多家企业任职，并于2013年创立了领先（中国）。



**Jac. Gofers**  
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Promolding (The Hague, Netherlands) designs, develops, manufactures and industrializes innovative high performance plastic products. For this Promolding employs highly skilled and experienced people who work in the fields of Product Design, Polymer Research, Mechanical Engineering, Mould Construction and - Manufacturing, Production Automation and more. The team that Promolding sets up per project consist of people from these technical disciplines completed with in-house specialists from the markets for which the specific project is run.

In this way, Promolding serves markets as Medical Devices Technology, Aircraft Industries, emerging markets as Wind energy, Solar Energy, Water purification and desalination as well as general high-tech industry markets.

The engineers in the subsidiary in Shanghai, PRC, work closely together with the colleagues in The Netherlands and support or even complete the Project team in most aspects.

For more information on realized projects please check [www.promolding.nl](http://www.promolding.nl) or call the offices in Shanghai or The Hague.

精专铸模（Promolding）公司总部位于荷兰海牙，提供创新性高性能塑料产品的设计、开发、制造和工业化服务。精专铸模的员工在产品的设计、聚合物研究、机械工程、模具制作及制造、生产自动化等多个领域拥有高超的技艺和丰富的经验。精专铸模的每个项目团队都由涵盖这些技术背景的成员以及特定项目领域的内部专家组成。

精专铸模服务于医疗设备技术和飞机制造业市场，以及风能、太阳能、水净化和海水淡化、高科技产业等新兴市场。

中国上海子公司的工程师们与荷兰总部紧密合作，支持荷兰团队，且足以满足大部分领域的项目团队要求。

如需更多项目实施信息，可登陆[www.promolding.nl](http://www.promolding.nl)查询或致电上海办公室与海牙办公室。





### Yuqing Shi

Leader China business group  
(Senior audit manager)



### Roel Adams

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PwC Netherlands is a member of the PwC network of firms in 157 countries. In Netherlands, more than 4,300 professionals work together from 12 offices. We develop services and solutions for every conceivable business and industry issues. Our solutions are therefore not only dealing with accounting, tax or HR. We provide also other services such as merge & acquisition, performance improvement, risk management, fraud or improvement of IT processes. 83 percent of the Fortune 500 are our customers, but we also support smaller companies in the private sector and organizations in the public and non-profit sector.

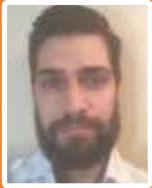
The China business group comprises experts and professionals who are proficient in Mandarin, English and Dutch, and who are experts in international accounting standards, tax law and regulations in China and the Netherlands. We have eighteen professionals in total, including two partners, from Assurance, Tax and HR services, advisory and accounting, who are able to provide holistic solutions to your business. We are dedicated to helping you achieve success by using our experiences in international work, multilingual communications in Chinese, Dutch and English, and our capabilities in working as a multicultural team.

普华永道荷兰是普华永道全球网络中的成员机构，该网络由遍布于 157 个国家的成员机构组成，并拥有超过 184,000 名员工。在荷兰，分布于 12 个城市的 4,300 多位专业人士一起工作。我们致力于提供高质量服务，及针对企业和行业问题提供解决方案。因此，我们的解决方案不仅涉及会计、税务或人力资源。我们还提供高效并且有效的解决方案，例如，兼并收购，绩效改进、风险管理、反欺诈或改进 IT 流程。财富 500 强中的 83% 是我们的客户，但我们也始终支持私营行业中规模较小的公司和公共以及非盈利性组织。

我们的中国部团队成员由精通中国、荷兰及国际财务准则，以及中国和荷兰税法的专家组成。中国业务部由来自审计、税务、人力资源服务、咨询和会计的总计 18 名专业人士组成，包括 2 名合伙人，能够为您的企业提供全面的服务，团队成员的国际工作经验、中英荷文多语沟通和在 multicultural 团队中工作的能力保证了他们能够致力于帮助客户获得业务上的成功。



**Paul Koop**  
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Quercus Technical Services seeks to deliver the necessary combination of installation integrity and suitable control measures along with competent personnel, in order to ensure a safe business operation that is highly reliable.

Quercus' activities include providing vocational training courses high and low voltage, as well as explosion safety, asset management, and more.

Quercus also conducts inspections of installations, which highlight possible points of improvement as well as ways to better serve your bottom line and tie back into your business as a whole.

To that end, we also offer consultancy services, and we are able to tailor our services to your specific needs: from tailor-made courses at your own company's location to building mobile practical testing facilities, Quercus can deliver what your company needs, in order to ensure a high availability of your installations and a highly reliable business operation.

栎属技术服务公司（Quercus Technical Services）致力于提供必要的安装整合、适当的控制措施和高水准的工作人员，以确保安全、可靠的业务运营。

栎属的业务包括高低压、防爆安全、资产管理等多方面的职业培训课程。

栎属也为客户提供安装检查，强调可改进之处，提出更经济可行的方案，并考虑其与客户其他业务的兼容性。

我们同样提供针对客户需求的个性化咨询服务，包含从上门定制课程到可移动实用检测设备制作等多项服务内容。栎属供客户之所需，确保高可用度的安装和高可靠度的业务运营。





**Eric Saris**

Executive Vice President  
Director of Corporate Clients Netherlands

Rabobank is a bank by and for customers. Over the past several decades we have grown on the fertile territory of our home base in the Netherlands to become an international financial services provider with activities in banking, asset management, leasing, insurance and real estate.

Rabobank serves millions of Dutch retail and wholesale customers with a full range of financial services. We are the market leader in virtually every customer and product segment, from young people to start-ups and from mortgages to major corporate enterprises. Measured by Tier 1 capital, the Rabobank Group is one of the world's largest financial institutions.

With our agrarian origins, the food & agri sector is our natural environment. In the Netherlands, we are by far the largest food & agri bank and our ambition is to become the leading food & agri bank in the world. Part of that ambition is to make a contribution to food safety and food security.

拉博银行（Rabobank）是一家为客户而生并服务于客户的银行。在过去的几十年间，我们在祖国荷兰的肥沃土地上成长为一家国际金融服务提供者，业务涉及银行、资产管理、租赁、保险和房地产。

拉博银行为数以百万计的荷兰零售商和批发商提供全套的金融服务。我们可以说是每一类顾客和产品细分的市场领军者，从年轻人到初创企业、从抵押贷款到主要的公司业务。按照一级资本核算，拉博集团是全球最大的金融机构之一。

我们起源于农业领域，食品和农业行业是我们的天然土壤。在荷兰，我们是最大的食品和农业银行，遥遥领先于其他同业。我们的愿景是成为世界第一的食品和农业银行，包括为食品安全和食品保障做出贡献。

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RiskID is a software company providing risk management software, founded in 2009. Using collaboration engineering techniques, developed at the Delft University of Technology's Systems Engineering department, RiskID has created a new approach of risk management in projects in the Netherlands. By using the knowledge of people, RiskID's software can help better assess and manage risks in large complex projects where many important stakeholders play a part like area development, hydraulic engineering, infra structure construction.

In the Netherlands we have established a large client base in the engineering field, where we have top engineering clients like Arcadis, Royal HaskoningDHV, Tauw and Imtech using RiskID software over the globe. Furthermore we have the Dutch Railways, Prorail and APM Terminals who have been using our assessment software as well. In the Dutch government we have clients like Rijkswaterstaat, Provincial State of South Holland, Limburg, Ministry of Education, Culture and Science, Municipality of Rotterdam and Groningen.

Sponsorship: Nuna Solar Team (World Solar Challenge 2013 champions), The Ocean Cleanup Project

RiskID是一家荷兰软件公司，成立于2009年。基于由于荷兰代尔夫特理工大学，系统工程学学院研究的团队协作技术，RiskID在荷兰创建了一种新的风险评估与管理方法。通过以人为本的概念，RiskID的软件能提供更好的评估和管理风险方式。尤其适用于牵涉多方利益、多种项目干系人、复杂的大规模项目，比如地区发展，水利工程，技术建设项目等。

在荷兰，我们已经在工程领域里获得了多数顶级工程公司的认可，我们的客户，如Arcadis（泛欧交易所：ARCAD），荷兰皇家富豪DHV集团，Tauw，荷兰英泰等均在全球的项目中使用着我们的软件。此外荷兰铁路（运营公司），Prorail（荷兰铁路管理公司），APM Terminal（马士基码头集团）也在使用RiskID做风险评估。

对于荷兰一些政府机构来讲，荷兰水路和公共工程部，南荷兰省，林堡省，荷兰教育、文化、科学部，以及鹿特丹和格罗宁根市政府也是我们的客户。

我们赞助的项目：代尔夫特理工大学太阳能车队（2013年世界挑战赛冠军），海洋垃圾清理项目



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RNW is an organization with a rich media tradition for over more than 65 years. We are active in places in the world where freedom of speech is under pressure or where certain topics are taboo.

RNW connect communities and change makers through innovative use of media and training to enable young people to make informed choices.

荷广传媒 (rnw.org) 是一家有着近七十年历史的非盈利性媒体与传播机构, 主要依托新媒体和数字运营模式, 为包括中国、拉美、阿拉伯以及非洲等国家和地区的年轻受众提供资讯、服务信息和媒体培训。

荷兰在线中文网(<http://helanonline.cn>)是荷广传媒旗下的中文网站, 旨在促进中荷间政治、经济、文化、教育社会等方面的交流和发展, 为两国青年人搭建一个自由沟通的平台。



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Royal Philips of the Netherlands is a diversified technology company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2012 sales of EUR 24.8 billion and employs approximately 114,000 employees with sales and services in more than 100 countries.

The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare.

荷兰皇家飞利浦是一家专注于技术的公司，致力于通过在医疗保健、优质生活和照明领域的有意义创新提升人们生活品质。总部位于荷兰的飞利浦公司 2012 年的销售额为 248 亿欧元，拥有大约 114,000 名员工，销售和服务遍布 100 多个国家/地区。

公司在心脏监护、紧急护理与家庭医疗保健、节能照明解决方案与新型照明应用以及男性剃须和仪容产品、口腔护理产品等方面均居于领先地位。





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SBM Offshore is a leader in floating production and mooring systems, production operations as well as terminals and services. The Group maintains a significant Intellectual Property (IP) portfolio including patents, trademarks, and copyrights, ensuring we maintain our technological edge.

With over 10,200 employees worldwide, spread over five main regional centres, 11 operational shore bases, several construction yards and onboard our offshore fleet, we can confidently supply floating production solutions through the entire product lifecycle, from engineering to procurement, construction, installation, operation and relocation.

The Group is committed to conducting business in a sustainable way over the long-term by developing close relationships with local people, communities and businesses in host countries, and by safeguarding the natural environment.

It is our goal and driving ambition to be the trusted partner of choice for the world's energy companies.

SBM Offshore 主要工作是为世界各外海油气工业提供相关的设计、设备和安装工程工作。集团公司于1965年在荷兰交易所注册并于2003年3月被编入为该交易所的市场指数的其中一家公司。截至目前为止，公司聘有约员工10千名以上，并在摩纳哥，休斯顿（美国），土契丹（荷兰）和吉隆坡（马来西亚）各设有执行中心。SBM Offshore的现有业务包括提供，外海装卸油轮或外海固定生产/储存油轮或全面浮动的原油与汽的生产/储存/出口之系泊系统的工程技术，供应和安装。后者包含浮动式生产储存及卸载油轮系统 (FPSOs), 浮动式储存及卸载油轮系统 (FSOs), 张力腿平台 (TLPs), 所有包括单壳和半潜式的浮动式生产系统 (FPU) 还有只自升式的动能外海生产单位 (MOPUs) 以及所有系统的相关设备如轴承、滑环、跨界电缆、跨界软管、立管等。

除了以总承包方式提供系统外，集团同时也持有和操作上述的浮动生产/储存和卸载系统。这些系统都以长约出租给世界上的一些石油公司，包括操作。公司目前拥有14艘操作中的油轮系统，另有在建造或待命中的油轮系统准备投入营运。



**Monique van Leeuwen**  
Managing Director



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The MasterMind Company has the following objectives:

- The provision of services and advice on the areas of engineering, technical design and operational infrastructure;
- Performing of (other) specialized work activities in building, construction, install-ing and maintenance;
- Development of tailor-made solutions in infrastructure by converting the technical needs of various areas to unique sustainable concepts:
  - Products and services in the security sector, specific for – but not limited – large scale events
  - Disaster zones
  - Military missions

and what is related to all this as well or can be to the benefit of it in a broader view.

It's our mission to contribute to a sustainable and safe environment.

马斯特麦德公司 (MasterMind Company) 的目标是:

- 在工程、技术设计和运营基础设施领域提供服务和建议;
- 在建造、建设、安装和维护方面实施 (其它) 专业工作;
- 通过将不同领域的技术需求转化为独特的可持续概念, 为客户开发量身定制的方案, 比如
  - 特别针对却不仅限于大规模安全活动的的产品和服务
  - 灾区
  - 军事任务

以及与上述各领域相关或有助于上述业务开展的服务和产品。我们的愿景就是为一个可持续的安全的环境不谢努力。



Global reach  
Local knowledge



### Jochum S. Haakma

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TMF Group is a leading global provider of high-value business services to clients operating and investing globally. We focus on providing highly specialised and business-critical financial, corporate secretarial and HR administrative services that enable our clients to operate their corporate structures, finance vehicles and investment funds through our wholly owned 135 offices in 86 countries around the world.

TMF Group is the global expert that understands local needs. We can provide you with a single point of contact to coordinate the day-to-day management of your outsourced operations, ensure clear communication across multiple jurisdictions, we work with you to increase efficiency and help strip out any unnecessary costs. Global reach, local knowledge: helping you do business seamlessly across borders.

TMF Group has local expertise in a.o. Shanghai, Beijing, Guangzhou, Shenzhen, Tianjin, Chengdu, Qingdao, Huangzhou, Chongqing and Whuhan providing services across China and also offices in Hong Kong and Taiwan.

达盟集团（TMF Group）是一家全球领先的高价值商业服务提供商，为在全球运营和投资的客户提供服务。我们着眼于提供高专业度的、对业务发展至关重要的金融、公司文秘和人力资源行政类服务，保证客户经由我们在全世界86个国家的135个独资办事处可以顺畅运作其公司架构、金融工具和投资基金。

达盟集团既是全球专家，又理解本土需求。我们提供单一联络点来协调客户外包事务的日常管理，保证客户各辖区间清晰的沟通；我们与客户通力协作，提高效率，去除任何不必要的成本。全球网络与本土知识的结合帮助您的业务在各国间无缝衔接。

达盟集团拥有本土专业知识，熟悉上海、北京、广州、深圳、天津、成都、青岛、杭州、重庆、武汉等城市，业务遍及全中国，在香港和台湾也设有办事处。





**Jan Wester**  
Principal strategist

TNO is an independent research and technology company with over 3900 highly qualified professionals which makes it one of the largest in Europe. TNO makes scientific research accessible and applicable for businesses and government.

In 2012 market revenue was €395 million generated by Dutch industry (36%), International (39%) and Dutch government (25%). €113 Million of total market revenue is commercialized by 45 'spin-off' companies. As a national institute for applied science TNO covers all technologies. ICT's and data management are a core competence that enables smart city developments and integrated services. TNO is active in seven main themes: Information Society; Industrial Innovation; Chemicals Industry; Healthy Living; Energy; Mobility; Built Environment and Defence, Safety and Security.

Internet of Things, watermanagement (urban flood control), smart mobility, waste management, energy (smart grids) and full water cycle management are targets as well as eHealth and mHealth

TNO是欧洲最大的独立科研和技术公司之一，拥有超过3900名高水准专业人员。TNO为商界和政府提供实用的科学研究服务。

2012年公司营业额达3.95亿欧元，其中36%来自荷兰产业，39%来自全球，25%来自荷兰政府。其中1.13亿欧元的营业额由45家派生公司实现。作为一家国家应用科学研究所，TNO涵盖各类技术。信息通信技术和数据管理是核心优势，其保证了城市智能的发展和服务的整合。TNO在七大主题方面表现活跃：信息社会、工业创新、化工产业、健康生活、能源、交通、建筑环境与防御、安全与保障。

TNO的主要关注领域为物联网、水管理（城市防洪）、智能交通、废物管理、能源（智能电网）和水循环整体管理，以及电子医疗和移动医疗。

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Unicon Europe BV, participates in Joint ventures and investment projects in the area of infrastructure equipment and software, water/waste management and sustainable energy since 1999. We are specialised in the development of business in the Asian market by acting as project managers or partner for public and private European companies. Unicon is involved in: Realisation of radar, security, ATC/ATM Systems for Airport; Seaport and High / Railway.

Our main activities:

- Project management
- Procurement
- Engineering
- Lobbying
- Production and Manufacturing
- Marketing and Sales
- Investments

Unicon selects an individual expert or team of professionals with full understanding of and extensive practical experience with the projects. These professionals are part of an expanding global network of experts, build up from a nucleus of well-qualified independent advisors.

欧洲（荷兰）联纵集团公司是一个综合性发展的集团公司,为企业提  
供: 项目工程管理,业务运作策划与管理,市场与项目的策略和新市场  
组织开发。同时,集团公司致力于项目开发,并承担项目代理与融资管  
理,另外还为上市及私人公司提供顾问及参与投资。

联纵集团公司主要在以下领域业务:

- 项目管理:项目融资,商业发展计划,项目投标。
- 机场,海港,铁路安全运营系统与空管安全设备。
- 建筑与环境领域:环境管理,水资源发展,生态,废物管理。
- 基础设施:道路和铁路技术工程,噪音控制工程,交通和运输。

联纵集团公司寻求与客户建立长期性合作的战略伙伴关系及专业工  
程项目合作。

联纵集团公司的专家或专家组以充分的理解和广泛的实践经验为基  
础进行方案处理。这些专 家是我们全球扩展网络上的重要组成部  
份, 都是具有专业资格,开展工作时他们得到 高度专业化公司内部  
各方面的全力支持。



**Robert van de Leur**  
President



**Liu Chang**  
Asian Market Development Manager

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Van de Leur is a family company and was established in 1964 in the Netherlands. It is characterized by its high quality products, innovation, perfectionism and enthusiastic team which puts a lot of passion into work. Besides, Van de Leur is IFS and BRC certified which reveals once more that we also care about product safety to get good quality as a result.

Selling its deep-frozen products such as Pie-Bases, Fruit Pies or Petits Fours internationally, shows how motivated Van de Leur is to work and communicate with customers all over the world. Here, the main focus is on professional clients such as patisseries, retailers, bakeries, supermarkets, etc. All deep-frozen products are delivered through wholesalers and purchasing groups.

As we already gained positive experience on the Chinese market for more than two years, thanks to our Market Development Manager who is Chinese, it emphasizes our willingness in doing business with China. Van de Leur is looking forward to meeting you!

范德略公司创建于1964年，是专业生产荷兰传统甜点Vlaai（读音：福来）和西点以及比蒂夫斯的企业，范德略在荷兰，比利时，德国，法国等国家有非常大的客户资源，因为独特先进的冷冻技术使得产品易于储存和运输。为客户带来极大的成本优势和方便。主要客户群体为烘焙店、酒店、餐馆、零售商等。

范德略公司获得了IFS和BRC最高等级认证，食品安全严格执行欧盟国家标准，严格的质量监管是范德略公司成功的关键因素之一。我们为客户提供的不止是美味的点心，更是安全放心的高质量产品。范德略公司自2012年开始调研中国市场，我们的目标是把荷兰的高品质Vlaai带到中国，让中国人民可以品尝到扎扎实实的高品质的荷兰点心，为中国的烘焙市场提供一道荷兰美味。



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The Dutch family business the VanDrie Group is the global market leader in veal, calf leather and calf milk powder. With more than 25 companies and an annual turnover of approximately €2.2 billion, the VanDrie Group is the largest private agribusiness group in the Netherlands. It exports its high-quality products to more than 60 countries around the world.

Veal is easily digestible and highly nutritious. The Dutch controlled quality veal of the VanDrie Group meets all the requirements to address food needs worldwide. The VanDrie Group is an integrated producer that manages the entire production chain, including calf husbandry, raw dairy products processing, calf feed, calf slaughterhouses, calf skins, marketing and promotion.

Throughout the production chain, food safety, animal welfare and environmental management are assured by Safety Guard, the VanDrie Group's unique full-service quality system. Safety Guard is based on ISO 22000 and incorporates IFS and BRC. The key feature of Safety Guard is its traceability system.

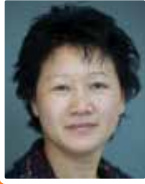
The VanDrie Group's methods are based on innovation, know-how and craftsmanship. At the VanDrie Group, respect for people, animals and quality has been second nature for generations.

范德利集团 (VanDrie Group) 是荷兰一家族企业集团，是全球最大的小牛肉、小牛皮和小牛奶粉生产企业，旗下拥有超过25家企业，年营业额约22亿欧元。范德利集团是荷兰最大的私营农业企业集团，生产的高品质产品出口至全球60多个国家。

小牛肉是易消化和高营养的产品。范德利集团所生产的质量得到保证的荷兰小牛肉可满足世界各地的食品需求。范德利是一家综合性生产集团，对小牛繁殖、生乳制品加工、小牛饲养、小牛屠宰、小牛制皮、营销和市场推广等整个生产链进行管理。

范德利集团独有的全方位质量服务体系 - “安全卫士” 整个生产链中的食品安全、动物福利和环境管理质量提供保障。“安全卫士”系统以ISO 22000标准为基础，采用 IFS (国际食品安全标准) 和 BRC (英国零售商协会的全球食品安全标准) 标准，其主要特点是包含一个可追踪系统。

范德利集团的业务发展方式以创新、知识和工艺为基础。尊重人类、尊重动物和尊重质量已成为范德利集团世代相传的第二天性。



**Xiaoyong Zhang**

Account Manager China, Wageningen International



**Yutong Qiu**

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Wageningen UR is a collaboration between Wageningen University and DLO Foundation (including its applied research institutes). The mission of Wageningen UR is 'To explore the potential of nature to improve the quality of life'. A staff of 6,000 and 8,500 students from over 100 countries work everywhere around the world in the domain of 'healthy food and living environment' for governments and the business community-at-large.

Wageningen UR has ability to join the forces of specialized and applied research institutes on the one hand and Wageningen University with fundamental research on the other. This is affirmed by the prominent position it occupies in international rankings and citation indexes of its scientific quality. Worldwide it ranks top 1. The domain of Wageningen UR consists of three related areas:

- Food and food production
- Living environment
- Health, lifestyle and livelihood

瓦赫宁根大学及研究中心是由瓦赫宁根大学与DLO基金会（及其旗下的应用研究院）组成的实体，以“探索自然潜力，提高生活品质”为宗旨。目前共有教职员工6000余人，来自世界100多个国家和地区的8500名学生就读于此，致力于“健康食品与居住环境”的研究，为政府、企业等提供服务。瓦赫宁根大学及研究中心有能力将旗下各研究院的专业化应用研究与大学基础研究结合起来；农业与生命科学领域，瓦赫宁根大学及研究中心位居世界排名榜首，专注于以下领域的研究：

- 食品与食品生产
- 生存环境
- 健康、生活方式与居住环境



**Anwar Wazir**  
CEO/Senior Consultant



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WAJU Management & Consultancy BV  
“Creating Synergy for economic & Social Wealth”

WAJU Management & Consultancy BV is an international Sustainable and Green energy management consulting firm, based in Hoofddorp, The Netherlands.

The current clients of WAJU and its subsidiary Nextra Technologies Europe BV are government and private organizations from Europe, Caribbean countries, and South America, in the field of Sustainable energy generation, Green Civil Engineering, Water distribution and Sustainable project development.

Our contracted product portfolio consists of:

- up to 140 MW Turnkey Solar projects with Guaranteed PPA for joint venture.
- Energy Assessments / Savings implementation projects.
- LED implementation for Streetlights and office buildings.
- 1-5 MW Small Hydro energy turnkey projects.
- BIPV panel implementation in Building concepts.

Waju Management & Consultancy has a vast network and experienced professionals available for its projects. Understanding the client’s needs and culture gives us a competitive advantage in providing personalized service and maximizing their profits.

We are seeking to joint venture with companies for our turnkey Solar and Hybrid projects utilizing our combined energy products and components.

沃友 (WAJU) 管理咨询公司  
“创造经济与社会财富的协同效应”

沃友管理咨询公司是一家国际性的可持续发展和绿色能源管理咨询公司，总部位于荷兰的霍夫多尔普。沃友管理咨询公司及其附属企业奈科斯特拉技术 (Nextra) 欧洲公司的现有客户主要是欧洲、加勒比海和南美等国在可持续能源生产、绿色土木工程、水资源分配以及可持续发展项目领域的政府及民营组织。

我们提供的产品组合包括:

- 装机容量达140兆瓦交钥匙太阳能项目，为合资企业提供有保障的太阳能电力回购协议 (PPA)
- 能源评估/节能安装应用项目
- 路灯和办公楼LED安装应用
- 1-5兆瓦小型水电交钥匙项目
- 光伏建筑一体化 (BIPV) 在建筑概念中的应用

沃友管理咨询拥有庞大的网络及经验丰富的专业人才服务于各个项目。对客户需求和文化的了解使我们在提供个性化服务、帮助客户实现利润最大化方面极具竞争优势。

我们正在为综合利用自身能源产品和部件的交钥匙太阳能项目及混合项目寻找合作伙伴，建立合资企业。

walraven



**Joop Standaert**  
Chief Financial Officer



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General Manager



**Fei Peng**  
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The Walraven Group, with its headquarters in the Netherlands, is an internationally active enterprise with its own production facilities and sales offices in multiple countries. Walraven products are used by tens of thousands of installation companies worldwide.

Our products and know-how have guaranteed the highest quality for more than 70 years. Decades of experience and the performance of our expert tradesmen are priceless building blocks for our enterprise. Developing and implementing innovative technical ideas enjoys a high priority at Walraven. The starting point is ease of use and saving time during installation coupled with an optimum in reliability. Each product is an important part of a total system solution. Market oriented, innovative and fitting customer's needs. Our product systems are:

- BIS Fixing Systems  
Pipe-Fixing and Rail-Support-Systems for e.g. plumbing, mechanical-services and solar installations.
- BIS Fire Protection Systems  
Sealing products for passive fire protection of mechanical and electrical installations.

沃雷文集团 (Walraven Group) 总部设于荷兰, 活跃于全球, 并在多国拥有自己的生产设备和销售办事处。全球有数以万计的安装公司采用沃雷文的产品。

我们的产品和专有技术保证了我们70余年的高品质服务。我们的专家和业务人员数十年的从业经验和业绩表现构筑了公司的成功。

沃雷文始终把开发和实施创新性的技术构想摆在首位。从安装时的易用性和省时性出发, 达到最大的可靠性。

每个产品都是我们整体系统方案的重要组成部分。以市场为导向, 具有创新性, 且符合顾客需求。我们的产品系统有:

- BIS固定系统  
水管、机械和太阳能安装等的管道固定和横杆支架系统
- BIS防火系统  
机电安装的被动防火所用的密封产品

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**Wapro  
Holland**

Our company is producing and selling products related to Dental X-Ray. The company started in 2004 with "nothing". Now we are the world-leader in the field of sensor and phosphor protection sleeves. Also we sell X-Ray films, mounts, digital phosphor plates and other articles.



**Ernst Laban**  
CEO

本公司生产和销售口腔X光相关产品。公司自2004年白手起家，现已成为感应器和磷光保护套领域的全球领先企业。我们同时也销售X光胶片、衬纸板、电子磷光板和其它物品。



**Gradus van Asch**  
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**WESTHOLLAND**  
FOREIGN INVESTMENT AGENCY



**Marleen Zuijderhoudt**

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The WestHolland Foreign Investment Agency (WFIA) assists and advises international companies with establishing, expanding or relocating operations in the Greater The Hague region. The Hague, the International City of Peace and Justice, is the Gateway to Europe and home to 240 international organizations, tribunals & NGO's. It also boasts key business sectors such as Energy, Oil & Gas; IT, Telecom & Smart Connectivity; Finance & Pensions and Law & Arbitration. The international character and quality of life in The Hague make the city and its neighboring municipalities an excellent location for Headquarter Operations. Since 2014, The Hague and Shenzhen became official partnering cities in the field of Economy, Education and Tourism.

Over the last 15 years, the WFIA has assisted, free of charge, hundreds of companies setting up in the WestHolland region. Together with its partners, the WFIA helps the local economy grow by attracting these foreign companies.

西荷兰外商投资局 (WestHolland Foreign Investment Agency, WFIA)为跨国公司在海牙地区的成立、扩建和迁移运营提供帮助和建议。海牙这座国际安全与正义之城，是通往欧洲的门户，也是240个国际组织、特别法庭和非政府组织的所在地。它还拥有能源、石油和燃气，信息技术、电信和智能互联，金融和养老金，法律和仲裁等关键商业部门。海牙的国际化特点和生活品质让这座城市和它周边的城市成为公司总部运营的最佳场所。自2014年起，海牙和深圳就在经济、教育和旅游方面开展了正式合作。

过去的15年，西荷兰外商投资局已免费协助了西荷兰地区数以百计的公司设立。西荷兰外商投资局通过吸引外国公司，同合作伙伴一起帮助本土经济的发展。



**Ralph van Hessen**

Owner / Founder



**Maja Sun**

Managing Director,  
China Netherlands Business Center

**Winkelman Van Hessen**

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China Netherlands Business Center  
Powered by United Vansen & Winkelman Van Hessen

The China Netherlands Business Center will be staffed with Chinese and Dutch professionals, and will assist companies and entrepreneurs in the set up of their companies or branches. Also it will initiate events and tours to promote mutual business and investments. Both founders bring in their powerful networks and many years of market experience.

United Vansen is an initiator of various prestigious sporting events in China and It has acquired a significant experience in running high-profile sports events and large scale activities. They are strategic partners for The Lega Serie A and The Royal Spanish Football Federation.

中荷商务中心由中国和荷兰的专业人员组成，协助公司和企业家建立公司或者分支机构。中心还会组织活动和参观访问，推进两国之间相互贸易和投资。中荷双方的创建者都会将其强大的网络和多年的营销经验投入到中心的建设发展中。

北京合力万盛国际体育发展有限公曾在中国成功组织多次著名体育盛事，在组织体育盛事和大规模活动方面积累了相当丰富的经验。他们是意甲联赛和西班牙皇家足球协会战略合作伙伴。

[www.bjuvs.com](http://www.bjuvs.com)  
[www.adodenhaag.nl](http://www.adodenhaag.nl)

Winkelman Van Hessen has over 35 years of experience in the Dutch market as a consultancy for many renowned brands and various governmental institutions. The agency is initiator of the yearly Big Improvement Day, a platform for hundreds of leaders in the Dutch business community and government.

Winkelman Van Hessen公司在荷兰市场已经有35年多的行业经验，为多个著名品牌和众多政府机构提供咨询服务。该公司组织策划组织了年度“重大进步日”（Big Improvement Day）活动，这一活动为荷兰商界和政界的成百上千位领导者搭建了展示平台。



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Managing Director

WP-Haton was established in 1949 and is a subsidiary of the Werner & Pfleiderer Group since 1975. WP-Haton is located in Helden-Panningen in the north of the province of Limburg, the Netherlands. The company employs about 130 people who work on development, production, sales and service of make up systems for the production of a wide variety of doughs.

In countries all over the world WP-Haton machines and plants are installed for all types of bread with different ingredients, shapes, proof-times, weights and capacities.

The machines are used in industrial bakeries with non-stop production, in-store bakeries, catering or traditional bakeries where freshness, quality and large scale production are required.

Besides an extensive range of bread make up machines, WP-Haton offers project management, engineering, wellthought solutions, international know-how and a good aftersales service.

WP-Haton公司成立于1949年，自1975年起隶属于Werner & Pfleiderer集团。WP-Haton位于荷兰林堡省北部的黑尔登-潘宁恩，拥有130名员工，从事开发、生产、销售、售后各类面团配制系统。

WP-Haton的机器和设备在世界各地得到广泛的安装应用，它们可以用来烘烤任何种类的面包，适用于各种原料、形状、醒发时间、重量和体积。

这些机器被用于不间断生产的工业面包房、超市内的面包房、餐饮店或传统面包房，这些地方都要求食品新鲜、优质、能进行大规模生产。

除了各式各样的面包配制机器，WP-Haton还提供项目管理、工程设计、完善的方案、国际化专有知识和良好的售后服务。

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Oriental Lifestyle Design



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ZENS is a consumer lifestyle brand that designs and sells contemporary oriental styled product for daily use. Our products are exclusive tea sets, coffee sets, tableware and home accessories. From Amsterdam we develop the brand internationally.

ZENS works worldwide with exclusive hotels, department stores, design stores, tea concepts and high-end retail. Internationally ZENS has a multi-channel online and offline sales strategy. For example in Europe ZENS products are sold high-end department stores and premium retailers, but also online.

ZENS wants to further expand the brand in the high-end and premium consumer segment. Additionally ZENS cooperates with large brands and enterprises to develop and produce exclusive ZENS designs. ZENS designed exclusively for BMW a premium tea set that is sold in Asia, and more top brands cooperate with ZENS' to resell exclusive oriental lifestyle designs.

The China ambition of ZENS is to expand our exclusive retail channels for our ZENS brand (i.e. BMW-ZENS Product Line) and our retail formula to experience "oriental lifestyle".

哲品 (ZENS) 是一个消费者生活方式品牌, 设计并销售当代东方风格的日用产品。我们的产品包括高档茶具、咖啡用具、餐具和家居饰品。我们的品牌源于阿姆斯特丹, 在全球范围内推广。

哲品同全球的高档酒店、百货公司、设计商店、茶概念和高端零售店合作。在全球, 哲品拥有线上线下多渠道销售策略。例如, 在欧洲, 我们的产品不仅在高端百货公司和零售商, 同时也在网络上在线出售。

哲品想要进一步在高端消费市场扩大品牌度。此外, 哲品还同一些大品牌和公司合作, 开发生产高档哲品设计。哲品为宝马 (BMW) 独家设计了一款针对亚洲市场销售的高端茶具。越来越多的顶级品牌正同哲品合作, 转售他们专有的东方生活方式设计。

哲品在中国的目标是为哲品品牌拓宽高档零售渠道 (比如: 宝马-哲品产品线), 拓展零售方案, 体验 "东方生活方式" 。



**Betty Cui Jia**

VP of ZTE cooperations, CMO of ZTE health

As part of the new MICT (Mobile Information and Communication Technologies) strategy, ZTE established ZTE Health Co. Ltd, a high-tech joint venture between ZTE Group and Homing healthcare, headquartered in Shanghai.

Driven by strong humanistic values, our Vision is to offer our customers and their family the highest possible quality of life and contribute to harmonious community. Our Mission is to make the good use of information technology and cloud service, increases the efficiency of healthcare industry to meet the high level and personalized requirements of mass consumers.

中兴通讯确立M-ICT战略，在健康产业投资设立中兴健康科技有限公司。公司注册地浦东张江。

公司旨在面向健康产业提供以科技和技术为支撑、以专业化服务为手段、以数据平台和云计算为核心、以客户满意提升、效率提升和成本下降为目标的完整健康服务解决方案，为中国的健康产业创造良好的产业价值与社会效益。

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