

Holland Pioneers in international business

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May 2013

Netherlands Economic Mission to Canada



Pioneers in international business



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The Netherlands —





Groningen

Leeuwarden

Zwolle

Enschede

Amsterdam

Schiphol

The Hague

Utrecht

's Hertogenbosch

Eindhoven

Maastricht

Flushing

Pioneers in international business





Simon Smits

Vice Minister Foreign Trade
Ministry of Foreign Affairs
The Netherlands

Canada and the Netherlands: Pioneers in International Business


Canada and the Netherlands share a long history. An estimated 1 million Canadians are Dutch or of Dutch descent. Although the Netherlands and Canada have always maintained friendly relations, the presence of the Dutch Royal Family in Ottawa during the Second World War, and the fact that Princess Margriet was born in Canada, gave new depth to the bilateral ties between both countries.

Trade between our two countries has been an integral part of bilateral relations ever since the first contacts – to the benefit of both our peoples.

The Netherlands has much to offer. It is a country that punches above its weight in world business, innovation and science. It has an economy with a strong services sector and excellent industries. The Netherlands offers local and foreign businesses, including Canadian, an environment that is conducive to international trade, innovation and collaboration with some of the world's best companies and research institutes.

It is therefore a great honor and pleasure for me to visit Canada for the first time as Vice Minister of Foreign Trade of the Ministry of Foreign Affairs, accompanied by a large group of Dutch entrepreneurs from renowned companies.

The Canadian and Dutch governments and our business communities are fully committed to their respective economic missions. Visits by trade delegations from both sides and active trade sections in our respective embassies testify to this commitment, as does our presence at the Canada 3.0 with a Holland lounge in a Business location.



And our efforts are paying off: in the last 5 years bilateral trade has increased by 37% in 2012, approaching €6,05 billion a year. Nonetheless, we need to stay on our toes: business opportunities come and go, and we need to seize them before they are gone. There is a task for governments and businesses alike. We are each other's strategic partners, and there are numerous areas of interest where we both stand to profit.

This economic mission focuses on the ICT/Creative sector, the Sport/Infrastructure sector and the Energy sector. Together, we have organized seminars on these sectors, covering developments all over Canada. There will be ample opportunity to reconnect and establish new contacts to further strengthen existing networks.

I feel confident that during this economic mission our business people will use every opportunity to further expand commercial, cultural and investment relations, and to strengthen the friendship between our two countries. I hope that the business representatives from our countries can form productive and useful alliances, both during the mission and in the years ahead.

Simon Smits

Vice Minister Foreign Trade
Ministry of Foreign Affairs
The Netherlands

Introducing the Netherlands



Photo: 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.**



Photo: Tomato World



Photo: 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, 87% of people who are 15 years or older speak English...

We know international business.



Photo: Hans Kouwenhoven

Worldwide ranking

- **1st** Production and auctioning of cut flowers and flower bulbs
- **1st** Number of broadband connections per 100 inhabitants
- **1st** Density of road network
- **2nd** Export of agricultural products
- **2nd** Quality of Water Transportation
- **4th** Largest seaport
- **4th** Logistics performance Index
- **5th** Export of goods
- **7th** Dutch investments abroad
- **7th** Import of goods
- **8th** Foreign direct investment in the Netherlands
- **9th** Export of commercial services
- **9th** Import of commercial services

Facts & figures

- **Form of government** Parliamentary democracy, constitutional monarchy
- **Capital city** Amsterdam
- **Seat of the government** The Hague
- **Composition of the country** 12 provinces, overseas territories of Aruba, Curaçao and St. Martin
- **Language** Dutch
- **Monetary unit** Euro
- **Population** 16,735,100 (January 2012)
- **GDP** 705 billion \$ (2010)
- **Per capita income** 42,475 \$ per capita (2010)
- **Export partners** 1) Germany 24.1%; 2) Belgium 12.1%; 3) France 8.9%; 4) UK 8.0%; 5) Italy 4.8%; 6) US 4.1% (2011)
- **Import partners** 1) Germany 16.7%; 2) Belgium 10.0%; 3) China 8.4%; 4) UK 6.7%; 5) US 6.6%; 6) France 4.6% (2011)
- **Dutch investments abroad** 890 billion \$ (2010)
- **Foreign direct investment in the Netherlands** 590 billion \$ (2010)
- **Command of foreign languages** English (87% 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.***



COMPANY PROFILES

DIGITAL MEDIA DELEGATION



Pioneers in international business



Hans Osnabrugge
CEO

Use the **RingCredible** App to make cheap calls to phones anywhere in the world, using our extremely low rates - at least 90% cheaper than your cell provider and 70% cheaper than Skype. Get in touch with friends and family in other countries, phone back home while on vacation or make calls when your regular voice plan runs out!

RingCredible is practical, affordable, private, and allows calls with great quality. The application is practical in that it doesn't use closed user groups so that the receiver of a call isn't required to have the app or an internet connection, and your regular cell number is shown in the screen of the receiver. The application is affordable in that it is 70% cheaper than competitors, and for calls from anywhere in the world. The application is private in that RingCredible does not upload address books to the cloud, it does not sell user data, and the quality rivals that of competitors.

Ringcredible

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Tribe of Noise



Sandra Brandenburg
CEO

Tribe of Noise connects musicians with media professionals and businesses around the world, who need high quality music, all rights included. Individual artists preserve their music rights and at the same time take advantage of the collective business deals, exploitation models and contacts facilitated by Tribe of Noise. Currently, Tribe of Noise represents almost 20,000 artists from 170 countries and supplies music (licenses) to the film, TV, video production, gaming and in-store media industry. USP: We have direct access to thousands of emerging artists ready to deliver quality music in sync with our customer needs. Tribe of Noise is a one of a kind online, self-evolving music library generating exposure and revenue for artists.

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Albert-Jan Pomper
COO

Ranj has been developing serious games since the company was founded in 1999. This vast experience makes them specialists in the field of gamification and games for training, education and health care. Ranj games help people and organizations to develop in a more effective, and more efficient way while having more fun. In the The games allow players can to experiment and by doing so they gather knowledge and skills that they can use to face challenges in real life. Games developed by Ranj have won various international awards, such as the Japan Prize, the European Innovative Games Award, the Games for Health Europe Award and the Accenture Innovation Award.

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Michael van den Berg
CEO

Appsolute Value is a Mobile Technology Agency converting your business value into mobile solutions. We are mobile-only professionals making apps and integrate and engineer mobile specific services

- We build business apps
- We specialize in multi-platform mobile application development
- We have a thorough knowledge of the business domain
- On the go, we define your mobile strategy
- * We are specialized in Mobile Finance, Mobile Retail and Business Process Appification

Our services: multi apps maintenance, multi device management, corporate appstores

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Rene Persoon
Owner/Managing Director

With **aNewSpring** we offer an adaptive learning platform. Since all learners are unique and have their own learning strategies, we believe there is only one way to help people learn: with personalized learning! aNewSpring makes it easy to create and deliver courses that adapt to individual learners to make them blossom.

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Wes Wierda
Lector Media Business

Inholland University of Applied Sciences is an educational institution with over 32,000 students, 29 lectorates or academic research units, more than 110 nationalities and approximately 2800 employees. Hogeschool Inholland Suriname has around 800 students.

At eight sites throughout the provinces of Noord-Holland and Zuid-Holland, Inholland offers around 90 bachelor's programmes in all fields of study: from health care to economy, from technology to education. In addition, Inholland is home to 10 Associate degree programmes, eight master's programmes and two universities for teacher training.

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Marijn Deurloo
CEO

imgZine helps you engage with your customers or employees by publishing your existing content in a real time social magazine app. Our platform consists of a content publishing platform, native tablet and smartphone magazine apps and an analytics dashboard.

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Remco Dolman
CEO

Spotzi maps the world. Open data platforms, the average website you visit and Social media hold a lot of geo-data. Valuable data that can be used for research, evaluation and visualization. However different standards and formats make it difficult to get hold of this information. Via intelligent scraping **Spotzi** built the largest geographical database available on this planet. More than 10,000 datasets can be viewed or analyzed via a user friendly map- and web-service. All datasets are instantly available. Saving you time and money and showing you amazing insights.

To help schools we build a free digital World Atlas around our data. Available online and as an app for iOS, Android and Windows 8.

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SYNTRAXX



Martin Ase
CEO

Syntraxx: Passionately Performing Professionals
Syntraxx, your digital head hunter! Success at first site! We match hard and soft skills of knowledge workers with organizational challenges. We do this better, faster and less expensive than any of our competitors.

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Wouter van den Berg
CEO

SoSocio creates photo albums and greeting cards out of your Facebook photos. Albums and cards can either be shared via social media or ordered in hard copy. Both photos and comments to these photos can be included, but also photos of friends and fan pages can be used. **SoSocio** is interested in meeting potential white label and/or distribution partners in Canada.

More info: <http://sosocio.com/>

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Tariq Habib
CEO VoiceTrust Group

VoiceTrust is dedicated to continuous innovation and development of patented technologies and solutions underpinned by its robust and proven voice biometrics cloud enabled platform. It differentiates itself by maintaining its leadership position in globally delivering solutions to real-life problems. VoiceTrust has pioneered usage of voice biometrics in diverse areas such as national ID schemes, eGovernment & healthcare applications, IT process optimization using password and login automation and, delivering pension disbursement using its patent pending Proof-of-Life™ technology. VoiceTrust also offers a fully managed technical platform that support comprehensive mobile payments eco-system.

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INNOVATIE
CENTRUM



Klaas Damstra
Innovation Consultant

Syntens Innovation Centre contributes to the growth of the Dutch economy by stimulating innovation in SME's. Syntens raises awareness among SME's of their options to innovate and assists them to take concrete steps that lead to tangible results. The large, personal network of **Syntens**, embracing technology providers, entrepreneurs and branch and trade organizations extends across the most important sectors of the Dutch economy and is regionally accessible. By creating new links within this network, innovations are created that result in new business. Thus, **Syntens** Innovation Centre indirectly contributes to the generation of an estimated annual extra turnover in the Dutch economy of several hundreds of millions of Euros. New connections, new business.

Syntens

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Deloitte.

Technology Fast50



Peter Engel
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With over 4,500 professionals and offices spread across the Netherlands, **Deloitte** is the country's largest firm offering accountancy, tax consulting, consultancy and financial advisory services. **Deloitte** The Netherlands is an independent member firm of **Deloitte** Touche Tohmatsu Limited, which employs around 170,000 people in over 150 countries.

We are very active in the Technology, Media and Telecommunications (TMT) Industry and offer new innovative services for fast-growing technology-driven companies. We are also open for open innovation projects.

The **Deloitte** Technology Fast50 competition is an annual election of the 50 fastest-growing technology companies within the Benelux with an active community and we look forward discussing this in personal.

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Henk Korevaar
CEO

Henk Korevaar (The Netherlands) is the founder (1991) and owner of **F-fectis** and the author of a dozen books on topics such as team-building, project-management, costs and impact of (IT) projects as well as innovation modeling and implementation of New Ways of Working. He is designer and facilitator for interactive (physical or virtual) workshops for idea generation, problem solving and decision making.

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COMPANY PROFILES

SPORT DELEGATION



Pioneers in international business



Frans Vogelzangs
Director

AFG group offers a wide variety of fire prevention and fire extinguishing products, ranging from fire retardants, fire Flame Guard: prevents a flame from becoming a fire!

Flame Guard is part of the **AFG Group**. Flame Guard develops, produces and sells fire retardants for textiles, paper and decorative materials, fire-retardant coatings for steel, wood and cable treatment, extinguishing products and fire-stopping materials under the brand name HCA. Flame Guard is known for its innovative and environment-friendly approach and products, research and development are always continued to ensure the most effective products at a fair price.

Our distributors have knowledge of and experience in passive fire prevention, in particular related to the building industry and affiliate with the products from the other **AFG-Group** members as well. They are familiar with relevant fire safety legislation and testing procedures.

AFG group

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Herculan prides itself on an extensive range of surfaces that are applicable to sports. **Herculan** sports surfaces are seamless and resistant to easy wear and tear. These surfaces are Designed for unaltered performance with no compromise on safety.

Herculan synthetic products are a popular choice for decorative and protective surfaces for floors and walls of places like automobile showrooms, malls, engineering workshops, stables and many more. Heavy machinery, heat and corrosion, harsh treatment - **Herculan** Synthetic surfaces endures it all. with properties like these, coupled with unmatched seamless beauty.

Jim Tremble
Managing Director

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Aart van Beuzekom
CEO

ORTEC is one of the largest providers of advanced planning and mathematical optimization solutions and services. **ORTEC's** products and services result in optimized fleet routing and dispatch, vehicle and pallet loading, workforce scheduling, delivery forecasting, logistics network planning, warehouse control, sports, media and e-commerce. **ORTEC** offers stand-alone, custom-made and SAP® certified and embedded solutions, supported by strategic partnerships. **ORTEC** has over 1,750 customers worldwide, 700 employees and offices in Europe, North America, South America and the Pacific Region.

Implementations of our solutions in all continents and in more than 40 countries. Worldwide roll-out for various multinationals, such as Shell, TNT and Coca-Cola. **ORTEC** has offices in various European countries and in North America. In 2012, 60% of our logistics revenues came from our foreign offices. According to Capgemini, **ORTEC** is the largest company in terms of number of employees working on scheduling systems in the transport sector worldwide.

ORTEC TSS captures player data during training and matches in several sports like volleyball, field hockey and soccer. We analyse this data in real time, providing immediate insights for professional coaches and players. Customers include most of the premier league teams in The Netherlands and Belgium. With our talent tracking system we measure youth's progression, spotting potential top athletes and giving advice on their developments and training methods.

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Ronald Kramer
Director

The Orange Sports Forum (OSF) is a network organization in which Dutch companies involved in the sports industry, public authorities and sports bodies cooperate. **OSF's** business participants are companies offering solutions for sports (from training and coaching, events conceptualization/management and infrastructure creation to construction, management and services). Jointly they would like to increase the awareness abroad of the know-how, products and services offered by them. **OSF** is also regarded as an instrument in showing the world the quality of sports and its industry in The Netherlands, its products and services and as a carrier for the Netherlands' overall ambitions in sport. Participants vary from multinationals to SME's and (professional) sports clubs. **OSF** is your gateway to the Netherlands' sports industry.

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Ronald Kramer
Represents GP Systems

GP Smart Stadium - Creating the experience of a lifetime
Our goal is to create the ultimate interactive stadium experience for fans, to be more than spectators. GP Smart Stadium is working towards the realization of a complete solution including interior and exterior design for all multi-functional sports and entertainment venues over the world. It will not only be smart in the sense that it will be eye-catching but also intelligent, using innovative technology to create an integrated experience. Creating value for both new and existing stadiums all over the world!

GP Systems plays the key role in the GP Smart Stadium concept. The foundation of **GP Systems** is designed around display screens and technology. Everything starts with the basic value of communication: creating identity and authenticity. Both elements are the base for the development of the entire **GP Systems** product range, which evolved into the GP Smart Stadium concept.

Working with strategic partners, GP Smart Stadium provides consultancy services, project management, implementation of smart seating-, smart traffic- and smart transport solutions and maintenance services.

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Embedded Fitness introduced in Holland an interactive fitness & gaming concept to motivate people to be more active. This will be reached by introducing interactive fitness & gaming devices, and offering complementary health programs and extensive support. The special equipment will combine physical fitness with entertainment, new media and technology, and specifically: gaming

E-fit zone

The first so-called **E-fit zone** started in Eindhoven in January 2008 and is great, full of youngsters entertaining themselves with a good deal of exercise. The e-fitness concept is definitely a breakthrough in accepting e-sports and building an ambient (sports) environment.

The **E-fit zone** offers space for schools, after-school activities, children's sport-parties, business outings, special groups and individuals. Our focus is to roll out the concept to several locations in cooperation with organizations like schools, healthcare institutes, real estate organizations and government.

Laboratory

The **E-fit zone** in Eindhoven also functions as a laboratory for new developments. In partnership with care and research institutions research is done into new applications of interactive sport devices like the Ice-skating simulator, rowing simulator and trampoline-game.

Leisure and Events

Other activities of our company are organizing interactive school competitions. More than 20.000 children took part successfully the last 3 years.

We support major sports events, like the Olympics in Vancouver (2010) and London (2012) with side events. For every major event we can develop, set up and customize an interactive sports environment.

Ronald Kramer
Represents Embedded Fitness

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