

# Netherlands Economic Mission

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## Foreword



It is a great pleasure and honour to lead this delegation to Israel and the Palestinian Territories, and I am proud to be joined by a group of innovative Dutch companies and knowledge institutions with expertise in various fields, ranging from circular applications to agriculture. This visit will offer opportunities to intensify economic cooperation with Israel and the Palestinian Territories. The composition of this economic delegation underlines the Dutch ambition to cement

our position as a partner for smart, inclusive and sustainable solutions.

Israel and the Netherlands share an innovative mindset, hence making our countries logical partners to develop solutions to tomorrow's challenges. I am confident that existing and new ties between the Netherlands and Israeli parties such as the Israeli business community, the Israel Innovation Authority as well as Technion University will be instrumental in opening new avenues for cooperation. Moreover, by showcasing Dutch knowledge and expertise in the field of circular innovations, this visit will lay a foundation for future joint initiatives supporting the Netherlands and Israel's ambition to develop circular economies.

The Palestinian Territories and the Netherlands have strong ties and a longstanding partnership in support of the Palestinian people. The Palestinian economy faces unique challenges and offers its own opportunities based on a young and qualified workforce and access to regional markets. Collaboration between Dutch and Palestinian companies is growing. Economic cooperation is centered around addressing obstacles for trade and strengthening the agribusiness and IT sectors. I am confident that this mission will provide a great opportunity for joint initiatives, making use of Dutch knowledge and expertise to contribute to a thriving Palestinian economy.

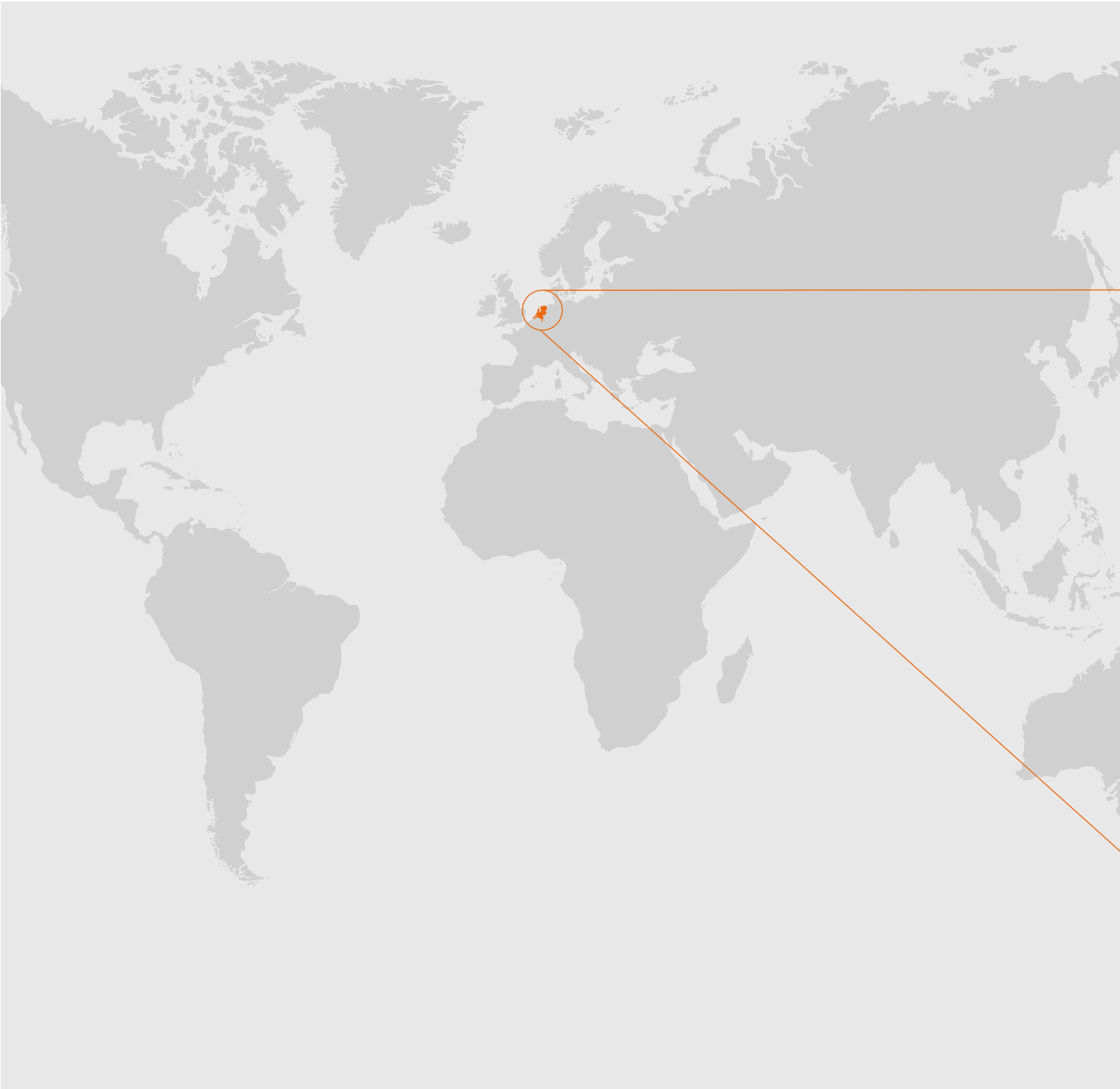
I wish all the participants an inspiring and successful mission. I look forward to deepening existing partnerships, launching new initiatives, and hearing more about your experiences.

**Sigrid Kaag**

*Minister for Foreign Trade and Development Cooperation*

# The Netherlands

# Map of the Netherlands



### Locations

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

# Introducing the Netherlands

Your partner in sustainable solutions

## How do the Dutch make a difference?

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

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



## Worldwide ranking

- 1st Best performing European Healthcare system (Euro Health Consume Index, 2017)
- 1st Production and auctioning of cut flowers and flower bulbs
- 1st World's largest flower exporter
- 2nd Number of patent applications per million inhabitants in the world (WIPO, 2016)
- 2nd Best at Global Innovation Index (GII, 2018)
- 2nd Largest exporter of agricultural products in the world (WTO, 2017)
- 4th At WEF's ranking of most competitive economies in the world
- 4th At RISE's global energy policy ranking
- 5th Largest exporter of goods in the world (652 billion US dollars)
- 5th Greatest place to live (World Happiness report, 2017)
- 6th At World Bank's Logistics Performance Index
- 7th Largest foreign investor in the world (1,256 billion US dollars)
- 7th Largest recipient of foreign investment in the world (801 billion US dollars)
- 8th Largest importer of goods in the world (507 billion US dollars)

## Facts & Figures

- **Official name** Kingdom of the Netherlands
- **Form of government** Constitutional monarchy, parliamentary democracy
- **Head of State** His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- **Capital** Amsterdam
- **Seat of government** The Hague
- **Administrative structure** Twelve provinces and the overseas territories of Aruba and 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'
- **Surface area** 33.800 km<sup>2</sup>
- **Location** Western Europe, by the North Sea, bordering Belgium and Germany
- **Number of inhabitants** 17.2 million (July 2018)
- **Number of inhabitants per km<sup>2</sup>** 509 (July 2018)
- **Currency** Euro
- **Languages** Dutch and Frisian (On the overseas islands also English and Papiaments)
- **GDP per capita** 42,926 euros (FocusEconomics, 2017)
- **33% of Dutch GDP** is derived internationally
- **1.3 bicycles** for each person in the Netherlands
- **Unemployment rate** 5,4% (average 2007-2018)
- **Moderate inflation** 1.6% (average 2007-2018)
- **90% of all Dutch people** speak English

## Company Profiles



**Evert Lichtenbelt**  
CEO

### Awect

The Amsterdam Waste Environmental Consultancy & Technology company (AWECT) provides technology and services for Waste-to-Energy (WtE) projects. This includes studies, engineering and implementation of High Efficient (HE) WtE facilities.

The Amsterdam HE technology allows for the best net electrical efficiency (30%+) in the world. This technology generates more energy from the same amount of incinerated waste than any other conventional WtE technologies, combined with the lowest CO2 footprint per MWh of electricity produced. The HE technology achieves the best environmental performance at superior financial returns in communities where WtE is mainly used for electricity production. As a result of the Paris Agreement, governments reconsider their waste management policy and their energy mix.

The HE WtE technology is a strong option for reaching environmental goals. AWECT stands ready to provide customers with the solutions for their waste issues. AWECT is active on all continents and works through a partner network. We are always open to new partnerships.

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**Marieke van der Werf**  
Director

### Dr2 New Economy

Dr2 New Economy, founded in 2017, develops strategies to deliver sustainable products, services, processes or policies. With a pragmatic and innovate approach, we create profitable business strategies for companies to achieve a positive impact and to contribute to the Sustainable Development Goals. Founder and director Marieke van der Werf has built her expertise on Circular Economy as a Member of Parliament (2010-2012) as well as a business consultant. With a team of now 6 consultants, Dr2 New Economy also advises (local) governments on the regulatory framework for Circular Economy. Combining company-ambitions and government policy proofs to accelerate the transition towards a new economy. We successfully realized projects for regions, the waste-management sector, manufacturing companies, the packaging industry, the building sector and e-commerce. We offer a.o. workshops for policy-makers; analyses on circularity; strategies for sustainability and implementation of circular principles in companies.

Dr2 New Economy also shares its insights and knowledge abroad: the company advised the Toronto waste-management sector; the Chinese E-commerce sector and the Shanghai government for food-waste. Last 2 years we were liaison for the Dutch waste-sector in Shanghai.

Marieke is chair of the National Recycling Platform and initiated a platform for Dutch waste-managers ('GrondstoffenPoort'). She was ambassador Circular Economy of the Province of Flevoland, chairs the Interprovincial Circular Platform of IPO and is member of the Board of KVGn, the Dutch gas-industry.

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**Gerard Hardeman**  
CEO



**Corianne Vos**  
COO

## Dutch Organic Baking School

The Dutch Organic Baking School stimulates organic artisanal baking, and the use of locally grown grains and other raw materials. This approach demands understanding of the baking process and the ingredients used. It stimulates local economies as it requires trained and skilled bakers and local growers.

The school provides international baking courses for professional and amateur bakers. Also it trains advise startups and professional bakers switching over to (certified) organic business operations.

Basic knowhow of organic baking allows using a large variety of ingredients preferably all local available. Essential SDG for upcoming markets both in high-end Western as well as domestic traditional environments in developing countries.

In our courses, including practical “hands-on” training the full range of bakery products are covered from various types of bread to design patisserie. Also aspects like “gluten-free” are paid attention to.

Courses are available at our Dutch facilities or at a location of choice in your country.

Dutch Organic Baking School is cooperating with “Gerard & Suus Organic Bakeries” and its Shops for Organic Food Products. Its services include E-collecting points at selected Dutch locations preferably with own regional specialty food products.

## Dutch Organic Baking School

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**Ruben Dubelaar**  
Advisor International Strategy

## Holland Circular Hotspot

Holland Circular Hotspot is a private public platform in which companies, knowledge institutes and (local) authorities collaborate internationally with the aim of exchanging knowledge and stimulating entrepreneurship in the field of circular economy.

Holland Circular Hotspot was on of the actions from the Dutch government programme ‘Nederland Circulair 2050’:

- To stimulate cooperation between the private sector, knowledge institutions, governments and other relevant parties;
- To provide international visibility of Dutch CE innovations/best practices;
- To assist foreign parties in linking with relevant Dutch CE parties;
- To establish a online community where both Dutch and foreign companies can post CE challenges and solutions, and generate business matches;
- To facilitate access to Dutch and international (financing) instruments and programmes.

## Holland Circular Hotspot

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**Theo Hooghiemstra**  
Founder and Co-Director



**Helen Hukshorn**  
Founder and Co-Director

### Hooghiemstra & Partners

Hooghiemstra & Partners is a bureau that specialises in different areas of data protection law which includes identity management, artificial intelligence, blockchain, and e-health; providing advice on questions of privacy policy, data transfers and exchange between institutions and countries. On an international level, we are currently aiding an e-health company that is already established in Silicon Valley to navigate responsibly in the Netherlands health sector. We help governments and companies on questions related to the applicability of laws and regulations both in the Netherlands and Europe.

Accountability, transparency and control are very important with regards to data protection, and these are at the core of Hooghiemstra & Partner's work ethics. Thus applying a high standards regarding the quality of our advice. For us, the best solutions are achieved when ethical and socio-economic aspects are taken into account from the beginning. We therefore deliver practical advice that is based on a thorough understanding of our clients' needs and interests.

We look to expand to Israel and the Middle East. It is an ideal location for our strategic and legal solutions in the tech sector. We also aim to help companies open branches in the Netherlands where we can assist in the navigation of national laws.

We are a looking to collaborate and partner with law firms and tech organisations who seek expertise as to how to navigate privacy questions within the European Union alongside the effects of a potential Brexit. Our clients would range from governmental to non-governmental organisations which process personal data.

### Hooghiemstra & Partners

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**Izhaar Abbas**  
Founder – Chief Executive

### Human Capital Resources

HCR staffing is an international Human Resource Development Company based in Eindhoven, The Netherlands. We are specialised in offering highly skilled and experienced IT & Mechatronics professionals from the Far East, mainly from the Philippines, Bangladesh, Vietnam, Pakistan, Malaysia, India and Indonesia for our domestic Dutch companies. HCR works according to the 'total care concept', which carries the responsibility of our candidates as well as our clients in the international sourcing and placement process. Our working methodology is based on the 'HCR 10-step model', which has been developed internally, to ensure the quality of our candidates but at the same time accommodating the requirements and needs of our clients. HCR will take care of recruitment, selection, relocation, immigration, cultural fit training, candidate welfare, coaching and many more issues. That's how we support the growth of our customers through our insourced IT-professionals.

### HCR Staffing Services Offered:

- Career opportunities for IT & Mechatronics Professionals in the Netherlands
- Visa guarantee HCR
- Full-service Onboarding
- Social & Cultural Training

### Unique Selling Points:

- HCR providing an End-to-End innovative human resource solution
- HCR Methodology 10-Step Model QA
- HCR Local & international Presence

### Profile of Commercial Contacts Wanted:

- National IT Association of Israel and Palestine
- National Mechatronics Engineers Association Israel and Palestine
- IT Recruitment, Staffing & Workforce agencies
- Headhunting Agencies
- International Placement agencies for IT Professionals & Mechatronics Engineers
- HR services for IT and Mechatronics Engineers

### Human Capital Resources

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**Menaqua Land Restoration**

We see it as our mission to build on a positive relationship between nature and people. We provide innovative solutions to some of the critical problems in the MENA region, such as low water availability, low seedling survival rate and soil quality. We advise in the agricultural and reforestation domain and use the Cocoon technology. This is an innovative Dutch technology for planting trees and restoring vegetation, with just initial irrigation, responding in a high survival rate of trees (85%) and decreasing water usage compared to conventional methods of irrigation up to 90%.



**Jeroen Kosterman**  
Director



**Preethi Sridharan**  
Consultant



**Wala'a Abdallah**  
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**Menaqua**

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We believe that in this way we can contribute to the economic and social wellbeing of farmers and people in local communities. In our project approach, we are holistic in nature: we try to involve all responsible stakeholders in the recovery process and thereby strive for a final stage where landowners, farmers and local authorities are proud of what they have achieved with us and feel responsible for perpetuating the results achieved.

We started pilot plantings in Westbank (2017), in Jordan and Lebanon (2018, 2019) and Gaza City (2019). Our aim for 2020 is to form a consortium (PPS) to have greater impact and to be able to continue to innovate and use new techniques.

As a land restoration consultancy, we see it as our first task to accept the country narrative. We dare people to discuss it and, in the end, we will find ourselves as being partners in a joint mission. We listen. We learn. We grow. Just like the trees we plant. That is our narrative.

**MVRDV**

MVRDV was founded in 1993 Rotterdam, the Netherlands. The practice engages globally in providing solutions to contemporary architectural and urban issues. A highly collaborative, research-based design method involves clients, stakeholders and experts from a wide range of fields from early on in the creative process. The results are exemplary, outspoken projects, which enable our cities and landscapes to develop towards a better more sustainable future.



**Jan Knikker**  
Partner

MVRDV's rational design process, refined across more than 1000 projects to date, is shaped by the exploration of spatial data, relating to context and the constraints of a project. By understanding and strategically using this data we are then able to create highly informed and specific solutions which not only answer to today's and tomorrow's needs, but enable us to simulate future scenarios.

Cities are the heart of our societies, our cultures and our economies. MVRDV approaches our urban future with a progressive ideal: our urban plans offer high quality of life for their residents and users, whilst creating added values for their cities. Urban strategies are one of the ways in which we are able to develop many of our progressive ideas. Clarity, sustainability, productive partnerships and strong stakeholder management are at the core of our methodology.

**MVRDV**

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**Netherlands Agro, Food & Technology Center (NAFTC)  
Africa-Middle East**

The Netherlands is the World's largest and most innovative exporter of Agri, Food & Technology products, systems and knowhow; as such it is a large contributor to World Food Security and driver of providing healthy and safe agri-food products.



**Jan Hak**  
Chairman NAFTC  
Board Member NICC

The strength of NAFTC is based on its local presence with specialized knowledge of the local market, a joint commitment to the representation of its members and partners, as well as on its integrated approach, working in close cooperation with other Dutch initiatives in their respective country of operation.

Our Land Development Software provides a unique, flexible Master Planning tool, which also plays a central role in large-scale rural development initiatives. Consortia offer unparalleled expert knowledge on Feeding and Greening (mega) Cities through rural development. The NAFTC Africa and Middle East offices focus exclusively on the Middle East and Africa. Cooperation with the 'Metropolitan Food Security', 'Three4Life' and 'FANEC' organizations combines its expertise with that of the Water and Energy sectors.



**Minne Prins**  
Senior Expert

**Netherlands-Israel Chamber of Commerce (NICC)**

Founded in 1949, the Netherlands-Israel Chamber of Commerce has been dedicated ever since to building and mobilizing our valuable network to the benefit of Dutch companies that are interested in establishing or maintaining trade relations with Israeli companies, and vice versa. By providing extensive, custom-made support to Dutch businesses looking to enter the Israeli market, or the other way around, we serve to maintain and improve the bilateral as well as trilateral trade relations and investments between the two countries.

NICC offers our members a wide range of services, from information on the Israeli market and advice on all sorts of business matters, to networking opportunities, referral to potential local partners, and establishing contact with authorities. In addition, we organize master classes around themes that are relevant and of current interest, and events featuring government officials, top leaders, and academics as our keynote speakers.

NICC works closely together with, amongst others, our valued colleagues at the Israeli Embassy in The Hague, the Dutch Embassy in Tel Aviv, and the Israel-Netherlands Chamber of Commerce and Industry in Tel Aviv, to offer the best possible service and support.

**Netherlands Agro, Food & Technology Center (NAFTC)  
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**Geert Jan Pastoor**  
Director / Owner

**Pastoor Consult**

Pastoor Consult is a connector, consultant and broker in the area of new energy and circular raw materials. Their knowledge and expertise lies in the sale and purchase of circular waste. They are inspired by innovative methods within existing and new sales markets and they develop completely new sales markets for raw materials.

**Their areas of expertise are**

- New sustainable energy: their strength and knowledge is in the continued development, conversion and use of alternative secondary fuels;
- Biomass: they advise on the process of incineration, gasification or digesting;
- Green gas: their strength lies in finding new sales markets, well away from the beaten track. There is also a focus on developing and inventing the right methods for generating green gas in innovative ways;
- Recycling: they operate in the market of incinerating sewage sludge, but also work on the recycling chain of plaster waste flows;
- Circularity: they advise on the use of green raw materials to safeguard the feasibility and sustainability of a circular economy;
- Energy from waste: they look for the right area or the most suitable region to establish the right place for new Energy from Waste plants.

Next to these areas of expertise, Pastoor Consult has a sister organisation, called **Fish Value**. Fish Value is developing its business in creating and extracting new circular raw materials from the byproducts from the fishing and fish processing industry. Through their role as innovator, intermediary and connector, they promote the sustainable use of fish materials, for human and animal consumption.

**More information:**

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**Wim van Halteren**  
Country Coordinator Jordan & Palestine

**PUM Netherlands Senior Experts**

PUM Netherlands Senior Experts is working with SME's in selected emerging economies to help entrepreneurs improve their business and become more self-sustaining, by providing hands-on practical advice.

**Key sectors include:**

- Agri and Food
- Energy, Water, Waste & Environment
- Healthcare
- Textiles and Leather

Key measure of success is achieving lasting impact. We work with some 2000 senior experts, all volunteers, who share their knowledge and experience on a one-on-one basis. Either through short-term and repetitive advisory missions at the work floor, seminars, through online coaching activities or business link visits to the Netherlands. This can be at the request of the entrepreneur, industry associations, FPO's, or government institutions. Founded in 1978 by the Confederation of Netherlands Industry and Employers VNO/NCW and the Netherlands Ministry of Foreign Affairs, we have been assisting over 40.000 businesses worldwide. Small and medium enterprises are the backbone of any economy. We offer expertise from entrepreneur to entrepreneur. By doing this, the local economy will improve, resulting in vibrant businesses, better lives.

**Products and Services Offered:**

- Agri- & Horticulture
- Animal husbandry & Fisheries
- Food & Beverage
- Energy, Water, Waste & Environment
- Healthcare
- Building & Construction
- Chemical & Synthetic materials
- Metal Industries
- Textile & Leather
- Tourism & Hospitality
- Vocational Education

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**Dingeman van Woerden**  
Sales Manager

**Royal IHC**

Innovative solutions for maritime service providers

In an ever-changing political and economic landscape, Royal IHC enables its customers to execute complex projects from sea level to ocean floor in the most challenging of maritime environments. We are a reliable supplier of innovative and efficient equipment, vessels and services for the offshore, dredging and wet mining markets.

With a history steeped in Dutch shipbuilding since the mid-17th Century, we have in-depth knowledge and expertise of engineering and manufacturing high-performance integrated vessels and equipment, and providing sustainable services. From our head office in The Netherlands and with 3,400 employees working from sites and offices on a global basis, we are able to ensure a local presence and support on every continent.

Royal IHC is world market leader in dredging equipment. Since 1926 Royal IHC has supplied over 100 dredgers to the Indian public and private sector. Product support is rendered by its Mumbai based branch and workshop.

At Royal IHC, we have the knowledge and experience to rise to the challenges facing the industry by providing an integrated solution to different type of customers worldwide.

With our commitment to technological innovation, in which sustainability and safety are key, we strive to continuously meet the specific needs of each customer in a rapidly evolving world.

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**Jan-Willem Scheijgrond**  
Vice President Global Government  
& Public Affairs

**Royal Philips**

Royal Philips is a health technology company focused on improving people’s lives through meaningful innovation across the health continuum – from healthy living and prevention to diagnosis, treatment and home care.

Our vision is to improve the lives of 3 billion people a year by 2030, 400 million of which would be in underserved communities. Applying advanced technologies and deep clinical and consumer insights, Philips partners with customers to deliver integrated solutions that address the Quadruple Aim: improved patient experience, better health outcomes, improved staff experience, and lower cost of care.

Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care.

Philips generated 2018 sales of EUR 18.1 billion and employs approximately 78,000 employees with sales and services in more than 100 countries.

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**Ashwani Dhaul**  
Director

**Trinity Advisors**

Facilitating Cross-Border Business Development and Venture Development. Sourcing, Qualifying and Facilitating Business Ventures and Trade of Goods and Services between Developed and Emerging Markets. Representing Business interests of US and European Companies (NL) in emerging markets, and vice versa, for a high velocity market access, market penetration and market presence. Supporting Technology Start-Up companies establish market relationships and market access. Provide Market Research, Industry/Domain specific market intelligence.

Provide match making services for Netherlands based companies/businesses and India based companies/businesses to access and connect with potential partners/clients for their goods and services. Provide access to key thought leaders, senior decision makers, policy and regulatory administrators and leading business and commerce icons in both markets for ease of business and facilitating quicker and smoother decision making for client business proposals.

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**Paddy French**  
Professor

**TU Delft**

TU Delft in the oldest and largest technical university in the Netherlands.

It has almost 25,000 students covering all areas of engineering and applied sciences. It has more than 3000 scientific staff involved in education and research. TU Delft has a wide range of research activities, including a number of interfaculty initiatives including health, energy, environment and infrastructure. Health research is in collaboration with two major hospitals, EMC in Rotterdam and LUMC in Leiden. There has also been a strong tradition of working with industry, both in The Netherlands and abroad. This has been in the form of direct funding from industry, European projects and National programmes.

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**Van Werven Holding**

Van Werven is established in 1945 and operates almost 75 years in the area of infrastructure and recycling. The company started as a flexible source for the building industry with renting out machines. Later on the company grew with a waste company and a biomass company. The latest division of the company is Plastic Recycling and this division operates currently in 7 European countries.

Van Werven Plastic recycling specialises in creating high-quality raw materials from post-consumer rigid plastics collected from construction waste, industrial waste and municipal recycling centres. Re-using raw materials is one of the key conditions to keep our earth liveable for future generations. By closing the chain and re-using raw materials, we have taken an important step towards joint sustainable development.

The process of plastic recycling is one of the main themes of the European Union getting circular economy going. We have been playing a pioneering and initiating role in shaping the plastic recycling industry and according legislation. Our goal is to introduce new technologies to recycle and prevent plastics from being burned or put into landfill.

That's also our mission: We have to structurally reduce our dependency on primary raw materials by bringing recycling processes to the next level. It is our mission to close the chain by making recycled plastics that can serve as a substitute for primary raw materials. Creating high-quality secondary raw materials is the only way to work towards a circular, non-subsidy-driven supply chain for raw materials, sustainable enterprise in its ultimate form.

We are looking for opportunities to partner with local companies to introduce plastic recycling from household waste into Israel!

For more information, please check [recyclingplastics.eu](http://recyclingplastics.eu)



**Marianne van Dorp**

Manager Business Development

### Wageningen University & Research

Wageningen University & Research is a lead knowledge institute in the field of agriculture and life sciences. Wageningen Centre for Development Innovation is a unit within WUR, that contributes to sustainable and inclusive food systems in LMICs. We facilitate change and transitions in food systems, and sectors, such as the horticulture, livestock or seed sectors. We work on facilitating multi-stakeholder dialogues and partnerships, governance issues and build capacity of local partners. In our work, we always collaborate with local partner institutions. Wageningen Centre for Development Innovation also has a portfolio of short professional courses. Our work, both in projects and in training focus on food systems approaches, agriculture and markets, climate and environment, food and nutrition security, governance and multi-stakeholder partnerships.

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## Official Delegation

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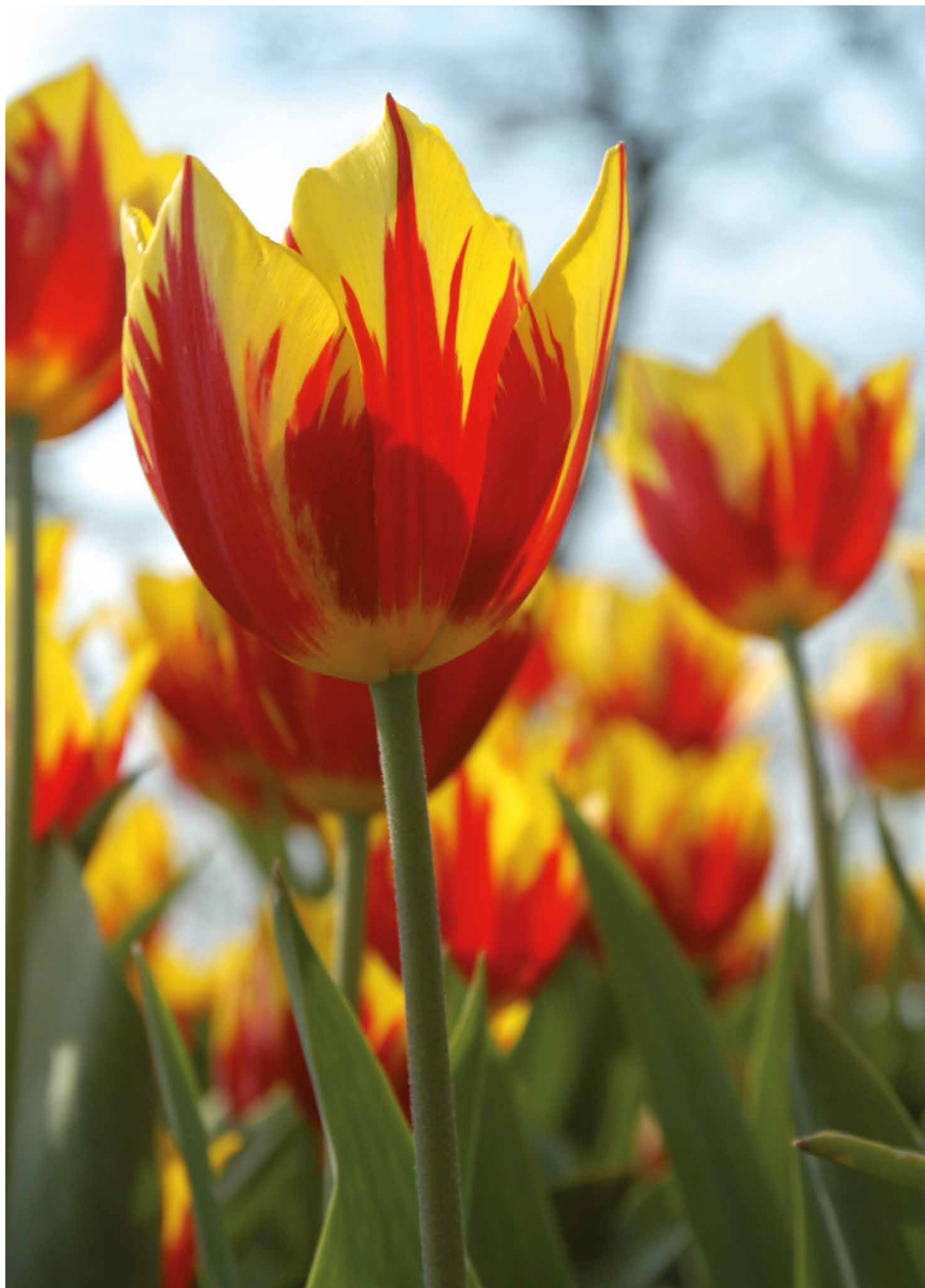
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