Meet the Dutch Delegation

Trade Mission to Hungary
Sustainable Mobility and Smart Logistics

15-17 September, 2021



Netherlands


Netherlands

Preface

Dear Participants,

I am delighted to welcome you all in Hungary for the 'Sustainable Mobility and Smart Logistics' trade mission. In the coming days the Embassy of the Kingdom of the Netherlands will introduce you to vibrant Budapest. Together with our local partners we will try to give you a good understanding of the many business opportunities for your company. We hope this mission will be the start of new collaborations with room to bring your products and services to the Hungarian markets.

Our economic ties are strong and growing. The Netherlands is Hungary's 6th import partner and 9th export partner. Our trade volume amounts to almost €9 billion. More than 700 Dutch companies have already found their way to Hungary. In the course of ten years our export to Hungary has more than doubled. Furthermore the Netherlands counts among the biggest investors in Hungary, with over €5 billion in cumulative investment.

Nowadays Hungary finds itself at the crossroads in more than one respect. The Hungarian government is keen to render the logistical sector smarter and the mobility sector more sustainable. It is the ideal time for Dutch solutions to Hungarian challenges. I am much looking forward to meeting you in person and wish you a successful trade mission.

Désirée Bonis

Ambassador of the Kingdom of the Netherlands in Hungary



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Table of Content

Preface 3

Introduction of the Hungarian market 7

Introduction of the Dutch market 9

Company Profiles 10

Accell Nederland BV 11

Alfen 12

F1rst 13

Holland International Distribution Center 14

Last Mile Solutions 15

Opcharge. 16

Ranmarine 17

Street-Stuff 18

Vroegh Design 19

X.Bike 20

Organizers 21

Embassy of the Kingdom of the Netherlands 22

Netherlands Enterprise Agency 23

KD Consulting 24

Export Partner BV/Netherlands Export Combination 25


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Sustainable Mobility and Smart Logistics in Hungary

Introduction: The transition towards sustainable and smart mobility has become an emerging pattern in Hungary in recent years. The Hungarian government has adopted the National Energy and Climate Strategy in 2020 focusing on the transition to a carbon neutral economy. One of the priorities of this strategy is the greening of the transport sector. In 2019, the law on electro mobility was adopted which encourages the use of e-cars and e-vans and the necessary charging infrastructure.

E-charging solutions: In Hungary, the development of the charging infrastructure for electric vehicles lags behind the planned expansion: Currently, there about 1,200 charging points throughout the country with many areas left uncovered. The respective development plan expects at least 5,900 charging points by 2030, for which around 362 million EUR of funding is expected

Dutch businesses with expertise in the area of charging infrastructure hardware could enter the market, especially in the rapid charging segment.

City logistics: Today complex city logistics system solutions are not applied in any major city in Hungary. At the same time, the outstanding upturn in demand related to e-commerce services in 2020, equivalent to 2-3 years of growth, has further increased the pressure on cities' transport networks. Budapest's Smart Mobility Plan recognizes that the Capital needs smart and sustainable solutions to decrease the stress on the urban living space. Current opportunities for the first step towards the development of intelligent city logistics mainly lie in the utilization of unused brown-field areas in the inner city, e.g. for consolidation centers.

E-bikes: In order to promote environmentally friendly transport and electro mobility, the Ministry of Innovation and Technology provides a total of 2.8 million EUR financial support for the purchase of electric bicycles. The first application period took place in November 2020. Thereinafter, applications can be submitted on a monthly basis until 29 October 2021 or until the budget is exhausted. In the tender, individuals can receive subsidy for the purchase of electric bicycles, primarily for commuting purposes. Further tenders to purchase e-micromobility equipment is also under preparation.


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Sustainable Mobility and Smart Logistics in the Netherlands

Introduction: To promote the use of renewable energy sources and stimulate energy innovation, the Dutch government offers a variety of competitive incentives. As a result the Netherlands has secured a top position in R&D in the field of renewable energy. Furthermore, the Netherlands is also experimenting with energy from waves, biomass and algae.

Electric driving: Electric driving has been increasing unabated in the Netherlands in recent years. In 2020, more than 1 in 5 newly sold cars will have a (partially) electric powertrain. By investing in electric driving and energy-efficiency the Dutch government hopes to reduce CO2 emissions. Internationally, the Netherlands is seen as a strong EV market player. This makes the Dutch EV sector particularly, attractive to other countries. Where Dutch companies can share their acquired knowledge and experiences.

E-charging: The number of fast charging points has more than doubled in 2020 compared to the previous year. In 2020, there were 2 027 charging points in the Netherlands and is still growing. In addition, there are about 63 586 regular public and semi-public charging points. This shows how much the Netherlands is working on the transition to sustainable and smart mobility. In terms of charging infrastructure, no other country has the same density of charging points as the Netherlands.

Shared knowledge: To accelerate the adoption of electric transportation the Formula E-team has been established. Formula E-team consists of Dutch companies, knowledge institutes, governments and social institutions. In this team knowledge and experiences are shared. Furthermore, production for the first electric barges and aircraft have also started. The future holds many opportunities for the Netherlands. Especially with relation to smart charging, the organization of information systems and battery production.

Netherlands

Accell Nederland BV

Accell Group is the European market leader in e-bikes and second largest in bicycle parts and accessories. With numerous leading brands under one roof, all built by pioneers for whom the best simply was not good enough. We continue to embody the spirit of those family businesses to this day. We invented the e-bike in 2004 and the e-mountainbike in 2010. Well-known bicycle brands in our portfolio include Haibike, Winora, Ghost, Batavus, Koga, Lapierre, Raleigh, Sparta, Babboe and Carqon. XLC is our exclusive private brand for bicycle parts and accessories. Accell Group employs approximately 3,139 people across 15 countries. Our bikes, bicycle parts and accessories are sold to dealers and consumers in more than 80 countries.









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Alfen

With transformer substations, energy storage systems, charging stations for electric vehicles and a large portfolio of other products, Alfen takes on a central role and is a connecting partner in the electricity grid. With its broad range of in-house developed products and vast experience as systems integrator Alfen is dedicated to build the electricity grid of the future: reliable, sustainable and innovative.
Since 2008 Alfen has been developing and producing the most advanced charging stations for every electric vehicle. Our charging stations are produced with European A-quality components, tested and certified by renowned European car manufacturers, SIM unlocked and equipped with the latest developments in terms of smart charging and connectivity.

Alfen offers a range of 3.7-22KW smart charge points for home, work and public areas. Designed to offer maximum charging speeds, while safeguarding the local grid connection, they can all be connected to any OCPP management system. The reliable and secure chargers can also be integrated with renewables and complementary smart products, as well as respond to flexible energy tariffs. Their mature technology platform is proven with a 10+ year development cycle.

Alfen´s products have been approved by the Office for Low Emission Vehicles and are therefore eligible for subsidies. Moreover, the chargers are tested by all major electric car manufacturers and have been certified by independent authorities including DEKRA and Z.E. Ready.









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ALFEN
POWER TO ADAPT

F1rst

F1rst (Eindhoven, Rijswijk) originated from the VEDS group. Due to a need for good, powerful and intelligent charging stations F1rst was born. F1rst develops, produces, delivers and installs innovative, smart EV-charging solutions, power supply systems and energy management systems. F1rst has a complete e-transition package in house; A one-stop-shop. Development, production and installation of charging objects including CPO and e-MSP.

F1rst enables the e-transition for customers. Due to continuous in-house development and realization F1rst leads the way in innovation and realization. Not only in developing and realizing EV charging technology. F1rst enables the e-transition with total e-plans; Power supply with solar plants, transformer substations, new infrastructure, energy management and control systems and off course in house produced EV-charging systems in AC and DC.

Additional services like financing of the systems and/or consultancy and advise on e-mobility are provided.

Again; Our goal is transform our customers into sustainable e-customers. F1rst provides all systems and services to support that goal.









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Holland International Distribution Council

HIDC is a private, non-profit organization representing approximately 300 companies and organizations in the Dutch logistics industry. Based on years of experience and in-depth knowledge of European logistics, HIDC provides information, supplies tailor-made advice and offers match-making services to international companies that are entering the European market for the first time, or that are expanding or re-engineering their European supply chain structures. All members of HIDC have strong track records in their respective fields, enabling us to identify the most suitable providers for every inquiry.

All advisory services are free of charge, totally confidential and without any obligation. HIDC's matchmaking process usually consists of the following steps:

- Advice on European supply chain design and assistance in defining logistics requirements;
- Neutral advice on logistics partner selection;
- Arrange 'Fact Finding Trip' in the Netherlands to meet potential partners;
- Assistance with every step – now and in the future;

In addition to choosing your European logistics partners, you will be making decisions on a number of other fronts. Through our network partners we can provide you with contacts and/or information, which can range from financial planning, through customs arrangements, to fiscal provisions and legal contingencies.

Moreover, HIDC's team will continue to be at your service after relationships with partners in the Netherlands have been established. We will always be available to assist you, should you need to take additional steps in the European market.

Contact us and let us guide you to The Netherlands for a smooth entry into the European market: www.hidc.nl



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Last Mile Solutions

We have been committed to e-mobility and smart energy management since 2007, years before the first electric cars hit the road. With more than 37,000 charging stations, 280,000 charging cards and users in 22 countries, we have grown into the largest independent provider of e-mobility platforms in Europe. Our platform is flexibly adaptable to the wishes of our customers. With our autonomous systems, advanced technology and intelligent billing, we support companies in their energy transition.

At Last Mile Solutions, we share a common desire to help cities transition to a local ecosystem of renewable energy. Electric vehicles, charging points, decentralized energy production and new forms of electric mobility all help to enhance the quality of life for city residents and visitors. But smart cities and their public and private partners rely on a complex system of branched networks to make e-Mobility a reality. And that's where we come in. We 'join the dots' with our remotely managed digital products. When it comes to independence and adaptiveness, Last Mile Solutions has a first-class reputation. That's a bold claim. But we know it's true. We seamlessly adapt our flexible energy transaction platform to an organization's needs. With autonomous distribution, quantifying and billing, you really can go the extra mile.









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Last Mile Solutions

Opcharge

Opcharge is a young, ambitious company with the objective of operating 25,000 charging stations in 2025 in the semi- and public sector across Europe. The EV charging market is in the starting blocks for a huge catch-up and offers a great growth potential. Opcharge believes that in addition to the established energy giants and new entrants such as oil companies, there is room for independent, young, energetic players. In our view, a successful model of electric charging is based on scale.

The Dutch EV market will need at least 350,000 charging stations by 2025 to meet the rapidly growing group of EV drivers. Now that the established automotive industry is increasingly focusing on electric driving, acceptance will increase strongly in the private driver market in addition to the corporate market, where this was already the case due to tax incentives.

The business model of Opcharge is to supply electricity via a distribution network of EV charging stations to be built in the Netherlands to start with, but also in other European countries from 2022. The international ambitions are based on the leading position that the Netherlands has in knowledge and experience in the field of EV driving. We see our mission in e-mobility very holistic, that means we are not focusing solely on normal cars, but also truck charging for instance.

Together with our partners, governments and clients we are ready to help the planet and build a healthy sustainable business model in a new 'fossils-free' era.





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Ranmarine

Designing compelling technology to protect the waters across our planet.

RanMarine Technology specializes in the design and development of industrial autonomous surface vessels (ASV's) for ports, harbours and other marine and water environments.

RanMarine's current products include the WasteShark™ range, designed and used to clear plastics, bio-waste and other debris from waterways. The data enablement of our products allow customers to closely monitor the environment and makeup of their water. This creates an accurate picture of the water's DNA to pinpoint any unquantified concerns. RanMarine products are designed to be used manually via an onshore operator, or autonomously with online control and access.









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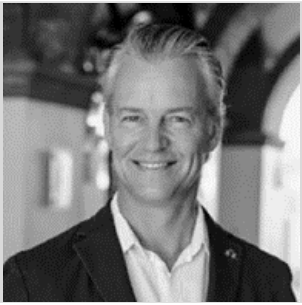

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RANMARINE

Street-Stuff!

STREET-STUFF! develops and delivers a wide range of certified DUTCH DESIGN bicycle-parking-facilities.

SUSTAINABLE & CIRCULAR products put together with a limited number of elements. Made of Corten steel, Stainless steel and Concrete with CSC sustainability certificate. Flexible fully repairable and moveable.

BIKE FRIENDLY Revolutionary hub support AXLE® offers bicycles a very stable support on the wheel axle. It's the end of the infamous "rim killer".

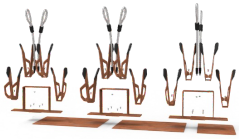
USER FRIENDLY Flexible tie-down device ROSE® can be moved to the optimal position for easy theft-proof fastening to the bicycle frame.

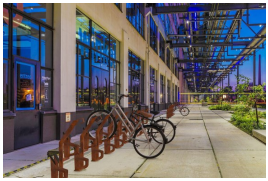
PUBLIC E-CHARGING CHARLY® is safe with a socket which accommodates your own transformer. During loading, the locker is closed by securely tying the bicycle with its own tie-down chain.

DUTCH NATIONAL QUALITY MARK Fietsparkeur quality mark received after an extensive testing process by a panel of experts representing; users, manufacturers and providers.

PROVEN PRODUCTS

The shelters, lockers and bicycle stands can be found at almost all public transport stations in the Netherlands.











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Vroegh Design

VROEGH Design is a Dutch agency specialized in the development of bicycles, (E-)cargo bikes, E-bikes and E-scooters. We work as an external R&D department for established brands and promising start-ups. With our team of ambitious professionals, we help mobility brands with the development of their ideal vehicles.

Exciting times for e-mobility

The trend of cyclists identifying with their vehicle, limitless designing possibilities and a worldwide interest in bicycles bring great opportunities for mobility brands. The growing demand for aesthetically appealing and balanced design combined with the development of new techniques and materials, makes the e-mobility market such an interesting place to operate.

Not only is there an increasing interest in e-bikes and cargo bikes, all sorts of e-mobility products are in demand. Electrical mopeds, last mile solutions and high-speed bikes all respond to the idea of mobility as a lifestyle. VROEGH Design welcomes these events with great enthusiasm. Let's bring e-mobility to a higher level, making an e-bike the status symbol of the 21st century!

Services

VROEGH Design provides a complete solution which includes:

- Product Design & Product Development
- Research & Innovation
- Prototyping & Production Assistance









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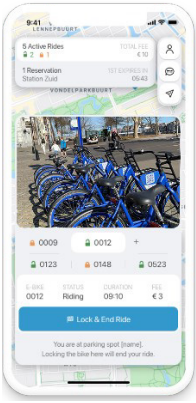
VROEGH Design

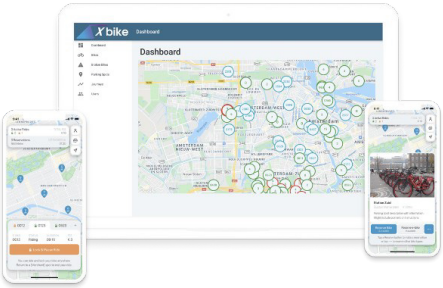
X.Bike

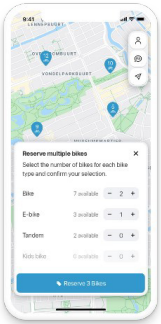
The X.bike platform offers (e)bike-sharing software infrastructure in combination with the Axa E-RL smart-lock to different types of clients.

Client types that are using the X.Bike platform:
- City Governments/Public Transportation Companies (Amsterdam, Arriva)
- Bike Rental companies
- Corporates with internal mobility-fleets
- Delivery companies (Just Eat Takeaway)

The X.bike platform comes in the form of a native white label smartphone app, operational back-end tools, data analytics dashboards and of course business intelligence and second line support from the X.Bike HQ. The X.bike platform is available in 6 languages and is operational for different clients in the following countries : The Netherlands, Belgium, France, Germany, Italy, Austria & Kenia.









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Organizers



Embassy of the Kingdom of the Netherlands

Ministry of Foreign Affairs

The Economic Department: The Economic Department of the Embassy of the Kingdom of the Netherlands assists Dutch companies in doing business in Hungary. It provides information through high quality market studies and explores opportunities for entrepreneurs. It assists to establish sustainable relationships with Hungarian partners by organising trade missions and other relevant networking events and through several platforms. The Embassy focuses on below priority sectors.

Smart & Sustainable Mobility: Adaptation of Dutch mobility solutions in Hungary. The Embassy recently published a study that analysed the smart and sustainable mobility sector in Hungary and provided information on the business opportunities. The study identified three main areas for Dutch-Hungarian cooperation: E-mobility, Greening of urban logistics and Research, development and innovation. The embassy is a co-founder of the Lean and Green Platform.

Circular Economy: Strengthened position of the Netherlands as a frontrunner of Circular Economy in Hungary. The Embassy recently published a market analysis for Dutch entrepreneurs regarding Circular Economy in Hungary. The Embassy of the Netherlands is also co-founder of the Circular Economy Platform in Hungary together with the Ministry of Technology and Innovation and the Hungarian chapter of Business Council for Sustainable Development.

Life Sciences & Health: Network of stakeholders and scientific cooperation strengthened. The Embassy conducted a market scan regarding e-Health, identifying promising opportunities for Dutch businesses in the digital healthcare market.



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Netherlands Enterprise Agency

Netherlands Enterprise Agency

The Netherlands Enterprise Agency supports entrepreneurs, NGOs, knowledge institutions and organizations. We aim to facilitate entrepreneurship, improve collaborations, strengthen positions and help realize national and international ambitions with funding, networking, know-how and compliance with laws and regulations. We are a government agency which operates under the auspices of the Ministry of Economic Affairs and Climate Policy. Its activities are commissioned by the various Dutch ministries and the European Union.

Marieke works as a Business Development Manager at the International Business department at the Netherlands Enterprise Agency. In this role, she promotes long-term trade with Central Asia and Central and Eastern Europe, including Hungary.

As a senior advisor, Marieke assists Dutch companies, knowledge institutes and other private and public parties who want to trade in these regions. To do so, she uses her regional knowledge and the programs and network offered by the Netherlands Enterprise Agency. Marieke also acts as an intermediary between the Trade Network in the Netherlands and the Netherlands Economic Network in the regions under her wing.



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KD Consulting

We are a market research and business consulting firm in Hungary. Established in 2002, we counsel international companies seeking to do business in Central Europe by helping them understand local business opportunities and practices, by finding local business partners and by conducting market research. We also work with Hungarian companies that wish to invest or otherwise do business abroad.

Our services include business partner search, creation of market research documents and industry sector analyses, organizing trade events, such as trade missions and single company partner meetings, and assistance to foreign companies that wish to set up their operations in Hungary.



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Export Partner B.V. (NEC)

NEC (Nederlandse Export Combinatie – Netherlands Export Combination) was founded in 1952 by the trade for the trade. As of 2020 NEC is part of Export Partner B.V.

Export Partner/NEC consists of a team of experienced advisors who provide merchants with support and advice in setting up and expanding their international activities. To facilitate this, Export Partner/NEC organises collective activities such as trade missions, trade show participation and conferences. Export Partner/NEC often organises these activities in cooperation with Dutch Ministries, the Netherlands Enterprise Agency (RVO), Dutch Embassies abroad, our local partners and branch organisations. In addition Export Partner/NEC regularly collaborates with foreign consultant parties to explore international projects and activities.

Export Partner/NEC provides export advice within various individual market segments and establishes contact with agents and distributors. Since 1952, the NEC has been building networks in various sectors around the world. A variety of export specialists with knowledge and experience of the market and your industry are active within Export Partner/NEC. Our consultants have made their own mark in the international business environment. By means of a practical approach and a large network, Export Partner/NEC has realised many successful international projects.

As mentioned the NEC has a close collaboration with ExportPartner. ExportPartner helps ambitious companies realizing structural export growth. Not only through their expertise and effective working method, but even more so through their solid business acumen and Dutch hands-on , mentality. This way, ExportPartner has managed to generate millions of euros in extra turnover for its clients. Also for agro-food products in Europe from abroad, see: www.exportpartner.com



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Notes

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