

PARTNER COUNTRY HOLLAND



07 - 11 APRIL 2014



GLOBAL CHALLENGES - SMART SOLUTIONS

► INVENTIVENESS

Dutch Engineering anticipating social and global needs

► FLEXIBILITY

Holland's smart SME - partners in manufacturing worldwide.

► CREATIVITY

The Netherlands attracting global talents and trendsetters.

COMPLETE
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&
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GREETINGS

I bid you a warm welcome to the world’s leading industrial fair, the Hannover Messe. I am proud that the Netherlands is chosen to be the official partner country for the Hannover Messe 2014.

Trade and investment flows between Germany and the Netherlands are enormous, even in global terms. With a record value of almost 170 billion euros in 2013, the volume of trade between the two countries is unparalleled. The Netherlands was the largest exporter to Germany again in 2013, accounting for more than 10% of Germany’s imports.

Foreign investment in Germany paints the same picture: the Netherlands is head and shoulders above the rest of the world. Nearly 24% of all foreign direct investment in Germany comes from the Netherlands: more than 122 billion euros in total. No other country invests as much in Germany. Dutch investments are good for creating and sustaining hundreds of thousands of jobs in Germany.

Germany and the Netherlands are European leaders in both industrial development and innovation. Both countries are working on the fourth industrial revolution; the intelligent connection of industrial processes.

**“German
Gründlichkeit
and Dutch
creativity and
flexibility are
a great
combination”**

When working together Dutch and German companies can develop smart and sustainable solutions to global challenges.

I wish all exhibitors and visitors a fruitful Messe and I sincerely hope it will generate many new business leads. I want to thank the German Government, the Government of Lower Saxony and the Hannover Messe for their excellent cooperation.



Mark Rutte
Prime Minister of the Netherlands

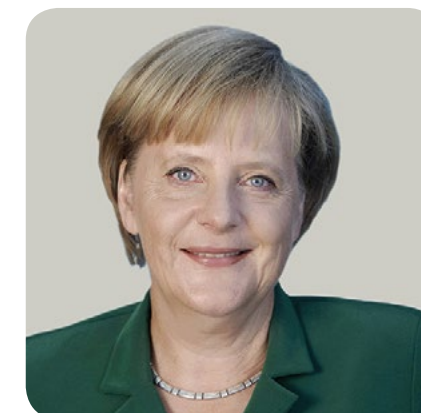
Please allow me to extend a warm welcome to all guests from this year’s partner country, the Kingdom of the Netherlands, to the Hannover Messe 2014.

There has long been a good tradition of extremely diverse and close relations between the Netherlands and Germany. Yet as during this year of commemoration we recall the beginning of the First World War 100 years ago and of the Second World War 75 years ago, this seems like a miracle. Today, the partnership and friendship between our two countries is a mark of the unique success story of the unification of Europe. This success has many facets, and economic prosperity is one of them.

As a globally-minded trading nation, the Netherlands has evolved into a logistical hub for the movement of goods both within Europe and worldwide – it is Germany’s second

most important trading partner in the world. Dutch companies are renowned for their sophisticated technological skills.

For German businesses they are ideal partners to work with to develop, produce and distribute innovative and customer-oriented products.



Dr. Angela Merkel
Chancellor of the Federal Republic of Germany

As a pacesetter for progress, the Hannover Messe can provide further impetus for this. It offers an exceptional opportunity to demonstrate entrepreneurial skills, to develop business contacts and thus to provide the already dynamic German-Dutch economic relations with further momentum. With this in mind, I would like to wish all exhibitors and visitors a successful and informative experience.

**“For German
businesses
Dutch
companies are
ideal to work
with”**



EVERY DAY

6.000.000.000

ANONYMOUS MEASUREMENTS FROM CARS WORLDWIDE ARE RECEIVED BY TOMTOM, THE AMSTERDAM BASED LEADING SUPPLIER OF IN-CAR LOCATION AND NAVIGATION.

▶ WHY THE NETHERLANDS IS MAKING GLOBAL CHALLENGES THE THEME OF ITS HANNOVER MESSE SHOWCASE AND HOW IT IS DEVELOPING SOLUTIONS IN PARTNERSHIP WITH THE INDUSTRIAL WORLD

EVERY 20 MINUTES a patent is created

by the companies on the **SMARTEST SQUARE KM** in the Netherlands: **High Tech Campus in Eindhoven**

INVENTIVENESS, FLEXIBILITY: The Dutch DNA

75% OF ALL WORLDWIDE SALES OF NEW CARS has a CVT push belt from Tilburg

700.000.000 ICs are manufactured for the global automotive market in Nijmegen

For more than 2000 years the Dutch have been protecting their country against the forces of nature unleashed by 3 major European rivers and the unpredictable North Sea. And they are enlarging their densely populated country – adding 7000 km² over the years. They have created 7000 polders combined with complex drainage systems.

Even today water is very much a daily challenge. Some 60% of the Netherlands would be immediately submerged if no flood defences were in place. And it is in precisely this region that 70% of Dutch GDP is generated. More than 2000 businesses and 80,000 people are involved in the Dutch water

sector. The Delta Works, which have protected the Netherlands against flooding and storm tides since the 1950s, are by far the world's largest "Flood Protection Project". Featuring more than 16,500 km of dykes and 300 movable structures, the Delta Works will provide protection for the Netherlands until 2100.

DETAILS OF

0,000000000005m

TO BE SEEN WITH THE WORLD'S BEST MICROSCOPE DESIGNED IN EINDHOVEN.

EVERY 5 MINUTES a truck is born in Eindhoven.

The production of DAF Trucks is on average this year 165/day

THE ECOSYSTEM OF PARTNERSHIP

Finding solutions to global social challenges – these are the markets of the future. Complex issues that require cross-border solutions based on knowledge and proven-in-practice experience. These are not the responsibility of a single company but rather of collaborative networks. The Dutch industrial ecosystem consists of companies, research organisations and public authorities. Dutch companies and research organisations offer world-class creativity to equivalent partners in Germany and the rest of the world. That is what lies behind the slogan: "Global Challenges, Dutch Solutions".

KNOWLEDGE AND NATURE

Therefore the Dutch know how to deal with water. They have acquired an expertise that is acknowledged and utilised throughout the world, ranging from the island airport in Hong Kong, artificially created by land reclamation, via the Palm Islands in Dubai through to the new flood defence systems for New Orleans and New York, set up after the devastation caused by Hurricanes Katrina and Sandy.

This all generated a sense of mutual dependence and shared interests at a very early stage in Dutch history. The water organisations were already transformed into democratic institutions in the 13th century, while the rest of Europe was still a feudal society. The Dutch have this need to cooperate and find collaborative solutions in their DNA.

THE LAND OF INVENTORS, PIONEERS AND EXPLORERS

A country that is inquisitive and forward-thinking, sometimes somewhat visionary as regards projects that cross generational boundaries – the Dutch have always been immensely fascinated by technology and progress. The list of Dutch inventions is very long. The telescope, the microscope, the submarine, the mechanical clock, the wind-up watch, the thermometer, the projector, cartography, microbiology, the world atlas, virology, maritime law, international law, gaslights, the stock exchange, share trading, the planetarium, the sugar refinery and even the invention of the world's first piston engine – it ran on gunpowder – more than 100 years before the steam engine and 200 years before the Otto (petrol) engine.

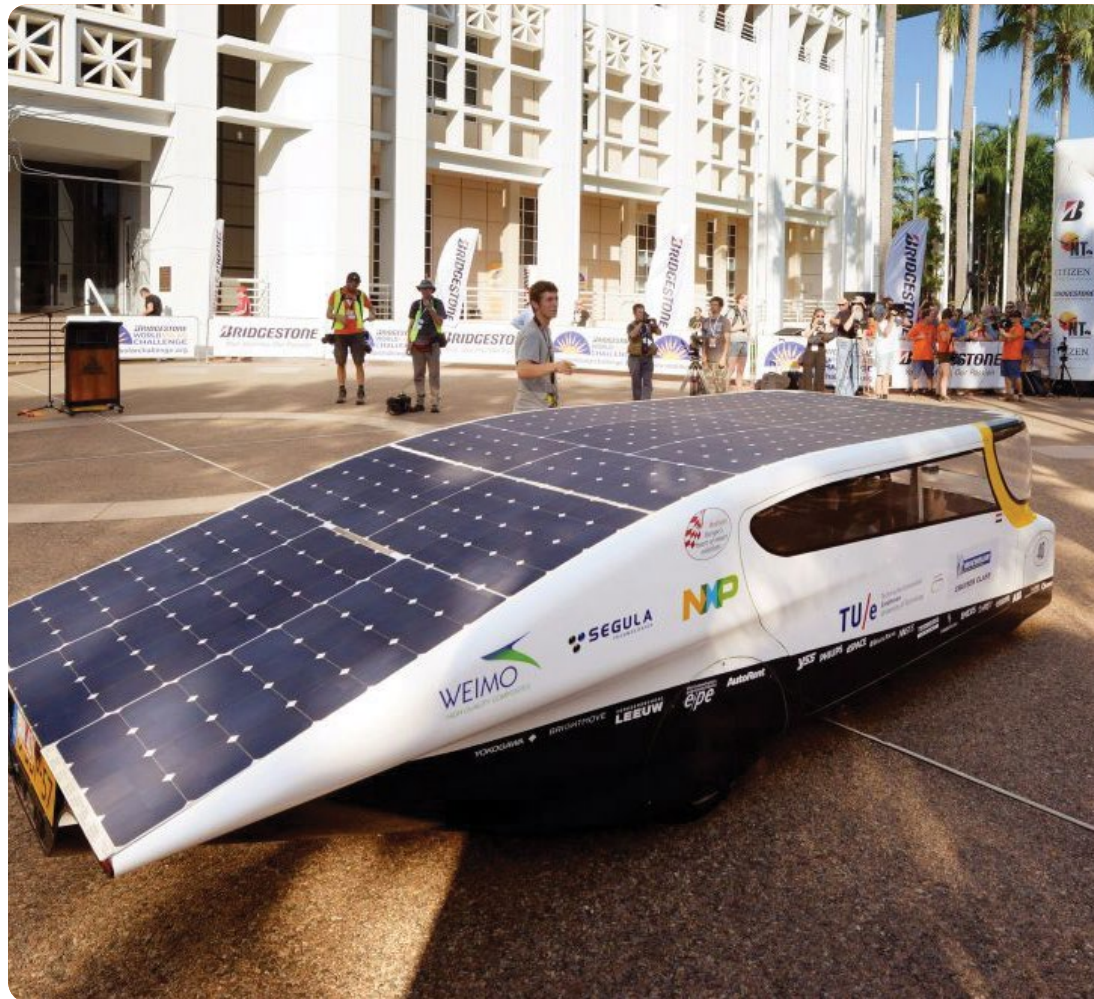
This inquisitiveness has not diminished. The Netherlands, always keen to try out new things, is currently Europe's most important test market for films, music, marketing concepts, TV channels, foods and electronic gadgets. The Netherlands is therefore a world leader in innovation. Artificial kidneys and hearts, laser discs, CDs, DVDs, automatic gearboxes, Blu-ray, electrocardiograms (ECGs), Bluetooth, and the latest generation of microchips were all designed and developed in the Netherlands. No Apple or Samsung device would work without Dutch components. Some 80% of the world's semiconductors are manufactured on Dutch machinery; Japanese competitors can only look on in envy.

THE LAND OF INNOVATION, CREATIVITY AND PRAGMATISM

Great ideas first of all must be actioned. There's a word for that in Dutch – "Inventiviteit". It implies the power of innovation, creative thinking and pragmatism.

What Dutch inventions and innovations have in common is not just the fact they are ground-breaking but above all they are practical. Theory is important – the Netherlands has also produced world-class theorists, philosophers and Nobel prize-winners; per capita, three times as many Nobel laureates in physics as Germany. Dutch inventions have plenty of practical application.

"Inventiviteit" also involves creativity – the ability to apply knowledge in new ways and to combine different ap-



And the granddaddy of all Dutch inventions, the microscope, now has a worthy successor – Titan, the world's most powerful microscope, which can pick

out molecules sized 0.00000000005 m on average. Developed by Dutch scientists and manufactured jointly with German partners.

proaches. The economic potency of creativity is demonstrated by the example of thermoplastics, an extremely strong yet flexible material used to build aircraft, in which the Dutch are world-beaters. That is the result of an "unexpected marriage" between the Dutch chemical industry, research centres and textile manufacturers on the lookout for new, premium markets.

"Open innovation" refers to the creativity that characterises Eindhoven University's High Tech Campus. Major companies partner with scientists and suppliers to develop new products and systems. Suppliers are involved from the word go and contribute to product specification. They provide researchers with a sequence of unexpected solutions and

ON AVERAGE

80%

of the ICs IN ALL ELECTRONIC DEVICES SOLD WORLDWIDE are made on machines designed and manufactured in Veldhoven, by ASML, the world's leading provider of lithography systems for the semiconductor industry with a share 80% of the world market.

GLOBAL CHALLENGES, SMART SOLUTIONS

applications. The result is that every 20 minutes a patent application is filed.

"Dutch Design": the elegance of a product is not everything. Functionality and practicality as well as sustainability and ease of use are just as important. And it does not break straightaway. All modern BMWs, some Audis and a whole series of Porsches (Boxster, Cayman, Cayenne, 964, 993, 996, 997 and Carrera GT) are the creations of Dutch design teams headed up by Adrian van Hooydonk, Mattijs van Tuijl and Harm Lagaay.

Dutch "Inventiviteit" has a global and social impact – as the world's most densely populated country, the Netherlands is also working creatively to find smart solutions to security of urban food supply issues. As a small country the Netherlands has advanced to become the world's largest agricultural exporter after the USA. The objective is to achieve clean urban environments, more efficient waste processing and energy supply, optimum traffic flows, a safe environment and accessible medical care.

Despite the density of its built environment, the Netherlands is the key logistics gateway to Europe, with Rotterdam rated as one of the top 5 ports in the world. The Netherlands is therefore a beacon of hope to bursting-at-the-seams megacities in Asia and Latin America.

Solving urban problems by taking a collaborative, intelligent and unconventional approach – that is typically Dutch. The ideas generated in the Netherlands are helping to transform problem cities into "smart cities", where quality of life, safety/security and sustainability can be significantly enhanced.

WITH A MEASURED ACCURACY OF

0,00001 m

a unique robot for eye surgery can operate inside small veins.



ORANGE FINALLY WORLD CHAMPION IN SOCCER.

Not yet in Brazil: But TechUnited team from TU/ Eindhoven won global midsize world league in ROBOTSOCER in Mexico 2012

RELIABILITY: THE LAND OF QUALITY, PROACTIVE THINKING AND FLEXIBILITY

Compared to the sometimes more formal Germans, the Dutch are regarded as "easygoing" and "informal". They are straight-talking, don't like hierarchies, think in terms of solutions and focus on cooperation.

The Dutch are more interested in the development process per se. They regard it as extremely important to understand what their industrial business partners and customers expect and what exactly they require and focus on the best ways of meeting those needs.

The Dutch approach not only guarantees premium quality, which is so highly prized in Germany, but also greater efficiency, flexibility and customer satisfaction at the same time. That is the secret of Dutch medium-sized suppliers' success.

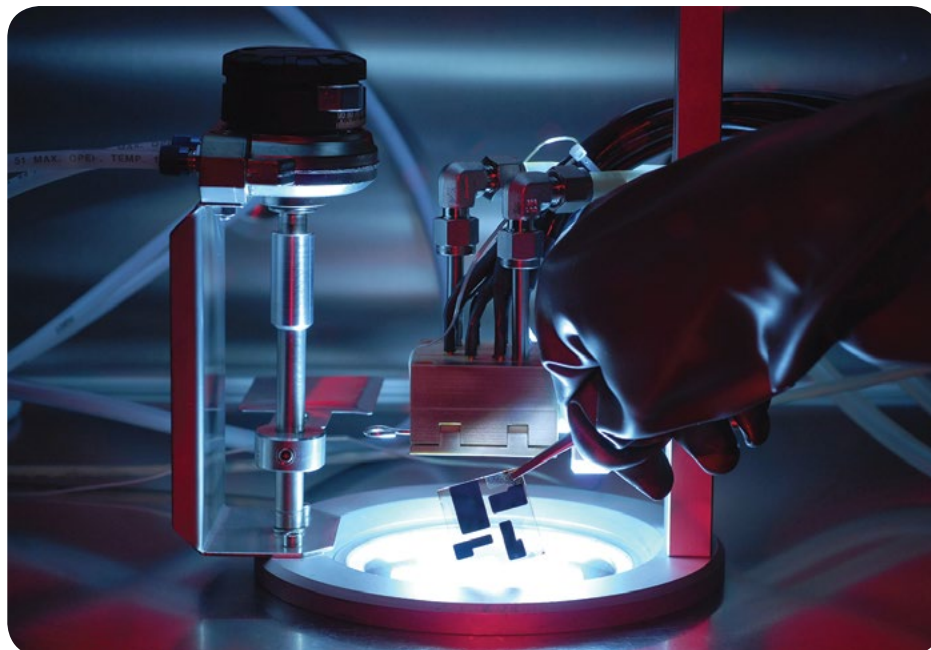
In the Netherlands almost 46,000 people work in the automotive industry and around 15,000 are employed in the aviation sector. Dutch companies are preferred suppliers to

the German automotive and mechanical engineering industries. BMW alone orders components worth € 500 million per annum from Dutch subcontractors. These are not just premium-quality dashboards, panels, special screws, exhausts, gearboxes and sunroofs. Electronics account for over 65% of vehicle spec. Vehicle development has now become a discipline in which the Netherlands has home advantage and really excels.

Many Dutch companies have specialised in combining mechanical systems and complex software. A company like NXP, for example, is currently advancing to become the global leader in automotive chips. And 75% of the world's automatic gearboxes are designed and manufactured in the Netherlands.

As Industry 4.0 is extended, processes, machines and products will in future communicate much more smartly with each other via digital networking. This will lead to an individualization of production processes, shorter development cycles and increased interaction within manufacturing processes.

And change is one thing the Dutch are good at. They have never hesitated to vigorously transform outdated sectors into state-of-the-art industries with competitive companies. The textile industry was re-engineered to become a successful "smart materials" sector. Mining was replaced by the biochemical industry. Aircraft manufacturers have specialised in the production of components and thus created more jobs. Production of electric light bulbs and consumer electronics has morphed into a premium micro-electronics sector. As a world leader in mechatronics and with the right attitude, the Netherlands is poised to take the next steps on the road to Industry 4.0 and play a pioneering role.◀



Innovation is key to the Netherlands



Henk Kamp
Minister of Economic Affairs

We hope we will be able to attract and inspire the great minds and business pioneers for which the Hannover Messe is known.

car factories, while ASML produces 80% of the world's chip machines. These are examples of what partnerships can achieve. We hope we will be able to attract and inspire the great minds and business pioneers for which the Hannover Messe is known and forge new successful partnerships.

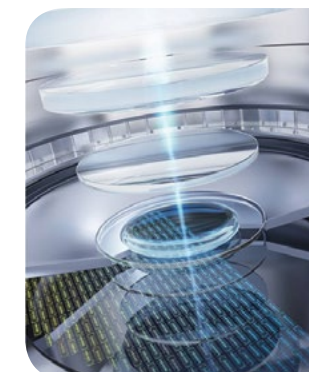
I look forward to the outcome of this year's Hannover Messe. I wish all those involved in the Messe, from entrepreneurs, to scientists and interested members of the public, productive and orange days.

This year the Hannover Messe turns orange. As this year's partner country we look forward to sharing our solutions for global challenges.

Global challenges such as growing demand for food, threats to security and the environment, and an ageing population do not stop at national borders. They call for international cooperation. Forging successful partnerships is therefore key to developing innovation to meet these challenges. Strong partners in both business and R&D can develop a wide range of technological and innovative solutions.

That is why we are proud to be a partner at the Hannover Messe 2014. The relationship between Germany and the Netherlands is flourishing. Germany is our main trading partner and both our countries are European leaders in industrial development and innovation.

At the Hannover Messe, it is our intention to showcase our innovative and creative solutions to the world. From our award winning Stella solar car from the University of Eindhoven to our cutting-edge industry leaders such as VDL and ASML. VDL recently started producing Mini's for BMW in one of the worlds most sophisticated



ASML & Zeiss: A long term German-Dutch relationship

This is first and foremost enabled by optical lithography printing ever smaller transistor on an integrated circuit. Carl Zeiss has been key in this success supplying various generations of optics. The ASML-Zeiss long term relationship and partnership has evolved over time.

Where to be seen?
Holland High Tech House, Hall 2, D10
More information:
www.asml.nl

World's first solar-powered family car Stella

'Stella' is the first 'energy-positive car' with room for four people, a trunk, intuitive steering and a range of 600 kilometers. The solar cells generate more electricity on average than the car uses. The car was developed by Solar Team Eindhoven from the Eindhoven University of Technology (TU/e). With Stella the Solar Team Eindhoven claimed victory in the Cruiser class at the World Solar Challenge 2013 in Australia.

Where to be seen?
Holland Pavilion, Hall 3
Demonstration:
08.03.14 near Hall 3 14.00-16.00
More information:
www.solarteameindhoven.nl

VDL Groep

VDL Groep is an international industrial company focused on the development, production and sale of semi-finished products, buses & coaches and other finished products and the assembly of cars. In february 2014 VDL Groep and BMW Group jointly announced that the model to be built is the new MINI Hatch.

Where to be seen?
Hall 4, stand D33
More information:
www.vdlgroep.com

“Being open-minded and pragmatic”

▶ **INEKE DEZENTJÉ HAMMING-BUEMINK ON THE TARGETS OF HOLLAND'S HIGH TECH INDUSTRY AT HANNOVER MESSE**



Ineke Dezentjé Hamming-Bluemink is president of FME-CWM, the business association of the Dutch High Tech industry representing 2,400 member companies.

• **How is the mood of the exhibitors and contributors from the Partner Country Netherlands?**

-We are all very excited about the role as Partner Country and very much aware of the fact that this is what we need to have a thriving economy. It is nice to hear, that indeed the Netherlands are even bigger in their presence than many other previous partner countries. It is an excellent opportunity for the Netherlands to show what we are capable of.

• **Do you think you will be able to get rid of the old Holland clichés?**

-I noticed that Dutch are not really in front of the heads of the Germans when thinking about hi tech solutions. That should be changed at Hannover Messe, I think. The theme for this

years show case is “global challenges, smart solutions”. Our companies will show what the Netherlands have to offer, like price-winning solar power cars, aerospace technology and of course a wide range of manufacturing competence. We are important suppliers also to Germany's world leading car industry. 20 per cent of a Mercedes is really Dutch if you count the value chain of the parts used in it. So, I think after Hannover Messe, the image of tulips and Klomp-shoes will be belonging to the past.

• **What is the most important character of the Dutch industry, and what are the main messages?**

-High-end solutions are one of the most important elements in the showcase of the Netherlands. We will show that we are able to work in a more flexible way. Being open-minded and pragmatic. It is one of the most important characteristics, in combination with our good tradition, that we are very open for cooperation. We are a small country and we always had to cooperate, even in the golden age. This tradition is actually the key to global success in these times, especially when you want to work together in the fields of technology marketing and to get market-ready solutions. This a very important way of approaching customers. We have been doing that for ages. So it's just in our DNA.

• **How to integrate the manufacturing industry of Netherlands even more into international supply chains? What are the general targets?**

-The main goals would be to first of all present the image of the high tech industry the Netherlands can offer. Secondly the fact, that the manufacturing sector is a main export driver of the Netherlands. 70 per cent of all our products and services are being exported already. It would be simply nice if we would find more countries to whom we can export. This is quite essential for a small country with an open economy and this means

of course a more intense integration in the international supply chain and cross-border industry networks.

• **What is the message of Dutch entrepreneurs to European industry policy in the context of Hannover Messe?**

-I think it is really important, to focus on the international competition. As Europe, we should have a smart and strong industry. The only way to achieve that is to work in close cooperation. Europe will invest a lot in innovation, in research and development, which is the key to everything. If we can achieve more with research and development we will be a worldwide export champion just as Europe as a whole. Secondly is that we should have proper educated people. There is a shortage in well-trained and well-skilled people, which can lead to tremendous problems. So,

“As Europe, we should have a smart and strong industry. The only way to achieve that is to work in close cooperation.”

we have to look at the “miss-match” we currently have in European countries as well as the challenges we have to face for the next decade. Since technology is moving so fast, we cannot be sure that someone who has been trained today will be on the same knowledge level after four years, referring to the technology standards which will change at the same time. We need to have a closer look at the education systems, and check whether education and the professional requirement are still on the same level. As soon as we can achieve that, we can be very successful.

Manufacturing Excellence “Under the Hood”



NEVAT, the Dutch association of industrial suppliers is not a newbie at Hannover Messe. NEVAT is at Hannover Messe for the 35th time. For the Partner Country edition three other organizations are joining: Metaalunie, Brainport Industries and Mikrocentrum. They build the largest showcase of the Dutch supplying industry ever covered in Hannover.



Theo Koster
Director at NEVAT, (Network of Ambitious suppliers and subcontractors, Amsterdam Area, Netherlands)

Germany probably does not see The Netherlands as a “Powerhouse for Manufacturing”. The reason is, that we in the Netherlands, as compared to Germany, have not much big name famous brands (OEM). In the Netherlands the power of the manufacturing industry is, as we call it, “under the hood.”

It is not only about high quality dashboards, sheet metal, aluminium or plastic parts, special screws, exhausts, gear boxes, roof systems or other single parts or assemblies, but also electronics. On top of that we also have companies who build

complete production lines for several car manufacturers. I do not only mean the lines of the BMW Mini that is going to be produced this year in Borne with VDL NEDCAR, but also the welding lines build by AWL for the production of complete rear seats and also Fontijne Grotness who is producing complete production lines for car rims.

The advantage of a small country is that transparency is great. Suppliers and subcontractors do find each other very easily. They know each other's competencies very well. And because a high level of specialism is asked, they have learned to work very closely together. Developers inspire each other in a “silicon valley way” to develop new products in a very short time. “Disruptive technologies” will melt together at short notice. In that relation we can think about mechatronics solutions, nanotech, sensoring, 3D printing, artificial intelligence, robotics, solar, drones en optics.

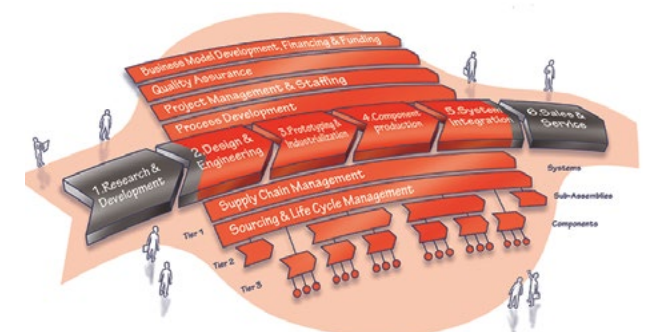
NEVAT is an important key player in this world. We help to keep all our 200 members on top of the market, and have developed our own and unique Benchmarking system. The

professionalism of the suppliers gives the outsourcing OEM the opportunity to focus on its customer. The Dutch supplying industry would like to be involved in the development of the product as early as possible to make suggestions about the feasibility as well as the most cost efficient production. We are strong and solid in niches and we have in that range a surprising number of “world players”. The industrial suppliers are looking forward to go hand in hand in Industry 4.0 and together be ‘fit for the future’. Which will be good for the Netherlands, Germany and the future of Europe.

“Brainport Industries is a leading, global open supply chain. Our ambition is to further strengthen and grow this Dutch high tech supply chain. By working together we can make the ecosystem more professional and international.”



John Blankendaal,
Managing Director
Brainport Industries



JOINT PASSION TO INNOVATE

MONIQUE T.G. VAN DAALEN, AMBASSADOR OF THE KINGDOM OF THE NETHERLANDS TO THE FEDERAL REPUBLIC OF GERMANY, EXPLAINS TO THE HANNOVER MESSE WHAT GERMAN VISITORS CAN EXPECT FROM THE DUTCH TRADE FAIR SHOWCASE.

Hannover Messe provides an update on what Dutch industry is doing. What are the key developments that Germany would be well-advised to take notice of?

Indeed a great deal has happened. Just consider the Internet. The Netherlands are the most networked country in Europe, if not the world. That has caused major changes in industry, in the use and application of high-tech and in industrial cooperation. In Hannover people will get a sense of the Dutch passion for innovation and for put into practice new technologies. We are a small country, yet are more flexible and always a tad more creative – and these are characteristics that we would like to contribute to new industrial partnerships, especially with Germany.

The Netherlands are making global challenges the keynote theme of their trade fair showcase. Do the economy and society of the Netherlands have a better feel for global changes?

Yes that may well be the case. Our geographical location, our country's geophysical situation have always forced us to confront nature and the elements. The environment, the climate and water have always played a dominant role in the Dutch way of life. Safeguarding the existence of a country situated below sea level has made us global market leaders in all water-related technologies. The Netherlands' efficient agricultural sector can deliver solutions to the world's food problems. The Netherlands have always been very densely populated: providing for people in large conurbations and at

the same time ensuring a high quality of life – this is a vital skill that we can now contribute. We are showcasing solutions for modern urban infrastructure in our own "Smart Cities" pavilion at Metropolitan Solutions.

The Netherlands are often regarded as a purely trading nation. Is this opinion not a little unfair, given the Netherlands have a significant industrial base?

Yes, purely manufacturing industry in our country does not contribute to GDP to the same extent as in Germany. We have an innovation-based economy. Even if we produce fewer vehicles and less plant and equipment than Germany, we are still important suppliers. Nowadays that no longer means supplying just parts or components. Our businesses can and want to provide technology solutions right along the value chain. In this respect you have to think about what the customer needs and factor in the requirements of our customers' clients. And Dutch medium-sized businesses are very good at that. That is why they are much in demand as industrial partners around the world. That is why we have a very high export ratio.

Are there not similarities with German medium-sized businesses?

Indeed, when you visit a German medium-sized enterprise that maybe employs several thousand people abroad, you can detect a large number of similarities with Dutch businesses. The flexibility, customer focus, the strong desire to innovate and optimise, the long-



term business focus and the security that family-managed companies can offer customers and employees – people will be able to get a really good sense of this entrepreneurial spirit in Hannover. Our companies have a real passion for innovation and are really keen to meet with the international industrial community.

What is it about the Netherlands' Hannover Messe Partner Country showcase that should stick in people's minds when the fair closes on 11 April?

Put quite simply, we want to make visitors aware that we in the Netherlands have developed smart solutions to meet the major challenges and are willing and able to continue enhancing these solutions. And that we are prepared to enter into partnerships worldwide – that is the clear message we wish to communicate to global industry in Hannover.

SHARED VISIONS, JOINT SUCCESS

"The most efficient electric drive for city buses in the world today is a joint success story from Germany and the Netherlands – e-Traction and ZIEHL-ABEGG have been collaborating on the cross-border development since 1998, and VDL Bus & Coach has been fitting the gearless in-wheel hub motor, the ZAwheel, in new vehicles as standard equipment since 2013. It is manufactured at ZIEHL-ABEGG's premises in southern Germany.

We are delighted with the excellent working relationship we have with our partners in the Netherlands. They share our vision of ecofriendly drive technology and, through our joint development work, help to ensure that this pioneering technological solution is recognised across the globe"



Peter Fenkl, CEO, ZIEHL-ABEGG SE

The Netherlands and Germany:

Tight Economic Relations

Economic relations between Germany and the Netherlands are contributing to stability and new growth perspectives in Europe. With trade volumes at a record high, i.e. € 167 billion per annum, Germany is the largest importer of goods and services from the Netherlands. The Netherlands account for more than 10% of total German imports. That is more goods and services than China, France, the USA, Italy or the UK export to Germany.

In terms of FDI in Germany the Netherlands beats its international competitors hands down. Almost 24% of foreign direct investment in Germany originates from the Netherlands – that is more than € 122 billion. No other country even comes close to matching this figure. The USA accounts for no more than 9%, France for 8.5%. Dutch investment guarantees 600,000 jobs in Germany.

HIGH TECH, Smart Choice Holland

▶ **ALMOST ALL COUNTRIES ON EARTH ARE FACING GREAT SOCIAL CHALLENGES IN THE AREAS OF HEALTH, ENERGY, MOBILITY, SAFETY, AND CLIMATE. IN THESE AREAS, DUTCH COMPANIES AND RESEARCH FACILITIES ARE IMPLEMENTING TECHNOLOGICAL SOLUTIONS THAT IMPROVE MANY ASPECTS OF EVERYDAY LIFE AND MAY EVEN PROVIDE A BREATH OF FRESH AIR. THE NETHERLANDS IS KNOWN FOR A PRAGMATIC MANNER OF THINKING, FOR SMART APPLICATION OF TECHNOLOGY, AND FOR COLLABORATING WITHOUT TOO MANY HIERARCHICAL STAGES. BECAUSE OF THIS, A HIGHLY QUALIFIED TECHNICAL DEVELOPER AND A MECHANIC OR A MACHINE OPERATOR CAN EFFICIENTLY TAKE CARE OF A PROBLEM TOGETHER AND DARE TO DISAGREE WITH EACH OTHER TO ACHIEVE THE BEST RESULT. GOOD COLLABORATION OF AUTHORITIES, KNOWLEDGE INSTITUTES, AND COMPANIES ARE ALSO CHARACTERISTICS OF DUTCH OPEN CULTURE.**

KEY ENABLING TECHNOLOGIES

On the basis of its history, it is not surprising that the Netherlands also plays a big role in the development of so-called key enabling technologies. The sector of High Tech Systems and Materials makes many applications possible in the sections energy, food processing, chemistry, and life sciences. The focus is on innovations in the areas of electronics, mechatronics, nanotechnology, applied materials, production process, and equipment.

Large OEM's, such as Philips, ASML, DAF, FEI, Océ, Vanderlande, Thales, and Fokker, contribute to the success of the Dutch high-tech ecosystem. Dutch companies and knowledge institutes invest heavily in European R&D programs. In addition to this, there is a considerable public-private collaboration of the industry and authorities jointly investing in the development of new knowledge and innovation. Large and small companies are now working together with research institutions, such as TNO, NLR, MESA+, Holst Centre, ESTEC, and ESI, and the technical universities Delft, Twente, and Eindhoven.



BUNDLING OF STRENGTHS

A good example for such collaboration is the open (high-tech) supply chain Brainport Industries with first tier, second tier, and third tier suppliers. OEM's, who keep themselves busy internationally with high mix, low volume, high complexity machines, more and more often commission suppliers in the high-tech manufacturing industry with the development and production of larger non-core modules and components. Suppliers are developing from manufacturers to strategic development partners and have to constantly change their bounds in the area of feasibility and design. A supplier in high-tech chains can often not do this on his own. Collaboratively, however, suppliers can do this. Subsequently, the OEM's will be able to serve their clients better with application of this supplier chain. Another example is the Dutch Society for Precision Engineering (DSPE) in which engineers from various companies and institutions within the high-tech sector have united. They show how the Dutch ecosystem vouches for collaboration and pragmatic problem solving.



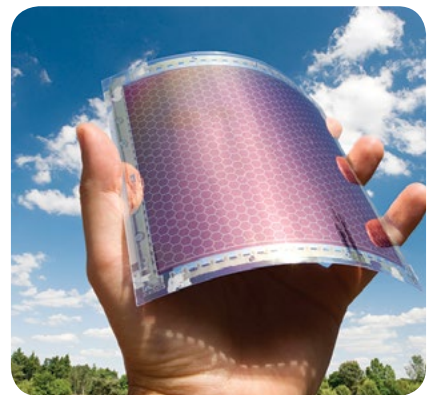
LIVE AND WORK

An important point is the pleasant living and working climate in the Netherlands. Dutch people are seen as open-minded and informal in terms of personal contact and they also speak English quite well. Studies show appreciation of the high standard of living in the Netherlands, the salaries in the technology sector, and the possibilities for a good balance between work and private life. Furthermore, it seems that the Netherlands are very popular among international technicians. The arguments shown above are also important for another reason: they will make the prospect of starting careers in technology more interesting to

Companies are often less hierarchical, are multicultural, and very results-oriented, making employees of various nationalities feel at home quickly and develop well.

adolescents from the Netherlands, for an environment that offers good education, challenging jobs and a beautiful neighbourhood will provide the opportunity to develop and grow to those who are about to make some important decisions with regards to their study and/or job.

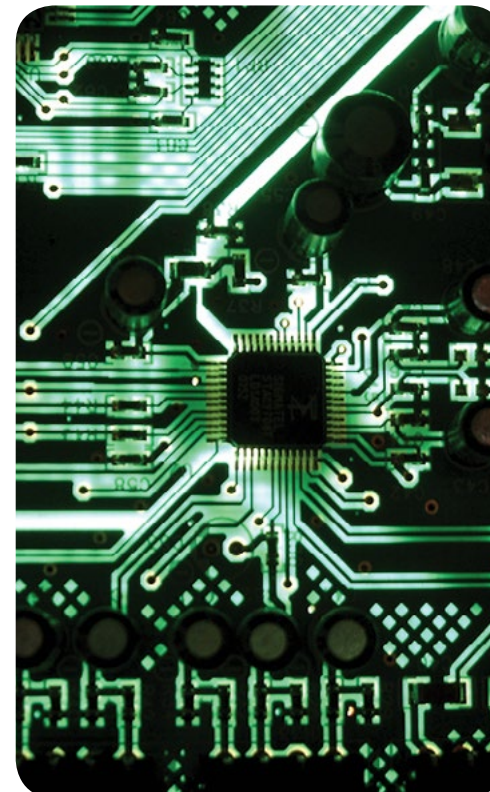
Carina Weijma, Brand Manager Holland High Tech: "It is great to work in the Dutch top-technology sector, people often say. Companies are often less hierarchical, are multicultural, and very results-oriented, making employees of various nationalities feel at home quickly and develop well. From a young age they receive quite a lot of responsibility and have career prospects. Innovative companies are as it were a technological playground for 'golden heads and hands'. It is a challenge to work on resolving very important socially related questions in companies with such an internationally competitive position."



SUCCESS BY OPENING THE DOORS

For foreign technological companies, a branch in the Netherlands seems attractive because of the existing ecosystem, the open relation with the authorities, institutions and other companies, the level of the technical and general universities, and the Dutch work ethic and the resulting high labour productivity. For many Dutch companies, success comes through the fact that they open their doors for each other. Furthermore, the Dutch authorities try to help with the limitation of administrative burdens and regulations, or as launching customer. Collaboration between work life and knowledge institutes receives a lot of attention. The Brainport region Eindhoven is a good example. There, they achieved the transition from an industrial production area to a creative and high-tech knowledge society at the end of the past century. Both on national and regional level, a common agenda between work life, authorities, and knowledge institutes was created in order to stimulate innovative development.

Marc Hendrikse: "New technologies create an essential drive for innovation and progress in this 21st century. The Netherlands belongs to the champions league in the area of high-tech and is therefore the ideal country to receive products, knowledge, and concepts from. On top of that, it is the ideal country for top careers for foreign skilled workers, specialists, and of course a solid education. It is the country for research and development and innovation in collaboration groups with technological partners. Therefore, it is ideal as country of establishment for (foreign) technological companies. Furthermore, it is an attractive place to live and work for entrepreneurs, researchers, and students."



MOBILITY = CREATIVE + GREEN + SMART

THE MAIN OBJECTIVE OF GREEN MOBILITY IS TO REDUCE FUEL CONSUMPTION AND CO2 EMISSIONS. EUROPE HAS THE STRICTEST REGULATIONS FOR MOTOR VEHICLES IN THE WORLD. IN DENSELY POPULATED COUNTRIES SUCH AS THE NETHERLANDS, THE REQUIREMENTS FOR URBAN MOBILITY, SMART URBAN PLANNING AND ENVIRONMENTALLY FRIENDLY TRANSPORT SOLUTIONS ARE EVEN HIGHER. THE QUALITY OF DUTCH HIGH-TECH AUTOMOTIVE PRODUCTS AND COMPONENTS IS HIGH AND IS COUPLED WITH A HIGH DEGREE OF CREATIVITY AND INNOVATIVENESS. DUTCH SOLUTIONS TO LIMIT CO2 EMISSIONS VARY FROM MAKING LIGHTER CARS THROUGH TO HYBRID POWERTRAINS AND CARS THAT RUN ON SOLAR POWER.

The World Solar Race runs 3000 km from Darwin to Adelaide, straight through the heart of Australia. The drivers camp alongside the road. In 2013, the Netherlands entered three solar cars for the race: Stella (TU/e), Nuna7 (TU Delft) and the Red Engine (University of Twente). Stella won the World Solar Challenge 2013 in Australia, in the category family car. Stella was the first 'energy-positive' car powered by solar energy in the world. It had a boot and an intuitive steering system, could carry up to 4 people, and had a range of 600 km.

Stella even has a certificate from the Centre for Vehicle Technology and Information (RDW), meaning that the car can be fitted with a registration plate and take part in daily traffic. The car made by the Dutch Nuon Solar Team from TU Delft was the first to cross the finish line after five days of racing straight through Australia! The University of Twente came in third with Red Engine.

Solar-powered cars are dependent on the sun. The final day of the race was marred with clouds and rain. It made it difficult for the teams to charge their batteries so they had to finish the race with the power they had.

Team Delft won because they took concentrators with them, plates of extremely efficient solar panels. During stops, they'd get out the extra plates and take advantage of the sunlight. This is the fifth time that team Delft has won. The Japanese Tokai won the last two races. The Dutch students used this race to demonstrate their smart mobility and energy innovations to the world and the press.

LARGE SCALE PRODUCTION OF COMPOSITES

The solar cars are excellent examples of smart, lightweight, durable Dutch mobility solutions. The Netherlands excels in the production of lightweight materials, including advanced



composites. Composites are made of fibre and resins, and are lighter, stronger and more durable than metal. In the Netherlands, some 50 companies develop, produce and process composites. The applications for composites are developed by Dutch companies such as DSM with the development of durable windmill blades, University of Twente with simulation software and lightweight structures for the casing of goods carriages. Material technology company TenCate worked with technology partners on the design of a super light airplane seat. This resulted in lighter airplanes, less fuel consumption and lower CO2 emissions. The automotive industry and the aviation sector can learn a lot from each other. The automotive industry is strong in technologies for affordable mass production; the aviation industry is very advanced in its use of composites.

EVERY MODERN CAR HAS DUTCH TECHNOLOGY INSIDE

Large-scale production of composites can reduce costs and make the material more affordable for the automotive sector. TenCate has a foothold in the automotive industry with the production of thermoplastic and thermoset laminates for airplane parts and chassis for cars such as the Alfa Romeo 4C. The quickly growing Airborne Composites also offers advanced solutions for market leaders in industry, oil and gas, aviation, space, and the navy. The Dutch automotive industry is a major global supplier. Virtually every modern car contains

parts made in the Netherlands or has 'Dutch technology inside'. The 'smart gear stick' in Van Doornes's transmission (a smart drive belt) was the stimulus to lower fuel consumption. A version of the VCR (variable compression ratio) engine of the Dutch company Gomecsys is currently used by Peugeot in France. It will take another few years before the engine goes into production. After many prototypes of a variable compression engines that were very complex, Gomecsys's solution looks quite simple. In 1998, Gomecsys thought of varying the compression ratio by adding an eccentric on the crankpin and the stroke to increase efficiency. The higher the efficiency, the lower the fuel consumption. The CVT from Bosch Transmission Technology from Tilburg is another good example. It is a further development of Van Doornes's 'smart gear stick' transmission and uses a push belt instead of a pull belt. It is an automatic transmission that consumes less fuel than the standard version. Auto manufacturers around the world are very interested in reducing fuel consumption and CO2 emissions.

PARTNERSHIP

The Dutch are phenomenal at cross-sectorial collaboration. AutomotiveNL is the cluster organization for the Dutch automotive sector and industry. The Automotive Campus in Helmond breathes business and progress at the highest level. This environment is home to companies, knowledge and education institutes, and research and test facilities of world renown.

SPACE SOLUTIONS FOR PLANET EARTH

SINCE THE EARLY DAYS OF SPACE FLIGHT, THE NETHERLANDS HAS PLAYED A LEADING ROLE IN THE DEVELOPMENT OF SPACE ACTIVITIES – LEADING TO SPACE SOLUTIONS FOR GLOBAL CHALLENGES FOR CLIMATE, FOR ENERGY, FOR AGRICULTURE, FOR TRANSPORT, AND FOR SCIENCE; STIMULATING NEW TECHNOLOGIES AND INNOVATIVE APPLICATIONS. ALL WITH THE ULTIMATE GOAL: FOR THE BENEFIT OF LIFE ON PLANET EARTH.

Space flight is an indissoluble part of society all over the world. Communication, navigation, weather forecasts, monitoring of climate changes and air pollution, scientific knowledge: everything would look completely different without space flight.



SPACE INDUSTRY, A CATALYST FOR INNOVATION

The Netherlands has always been oriented towards exploration, innovation, and international relations. It is thus not surprising that this country is also one of the founders of European space flight. As co-founder and loyal member

of the European Space Agency (ESA), the Netherlands also hosts Europe's largest space technology centre, the ESA-branch European Space Research and Technology Centre (ESTEC) in Noordwijk. In the Space Business Park the Space Business

Innovation Centre is located. Here, entrepreneurs can start their business on the basis of space technology or satellite data through the ESA-BIC program which is supported by the NSO and ESA.

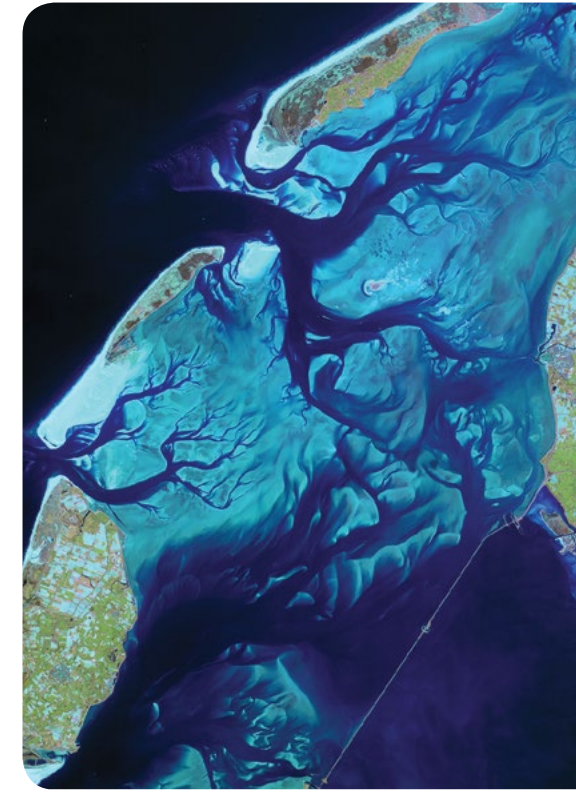
THE NETHERLANDS, LEADING ROLE IN TECHNOLOGY

Space flight is more and more becoming an important economic factor but it is also becoming a catalyst for innovation. The applications of space flight are making their way into the roots of society. Space flight is beneficial for typical Dutch strengths, such as water, transport, and agriculture and food. Dutch entrepreneurs have already developed a smart way to make satellites monitor fields. Dutch companies use satellite services to check dikes not just in the Netherlands but also around the world. And of course car drivers around the world can find the right way thanks to the Dutch use of navigation satellites.

The Netherlands has always had a strong scientific tradition. The Space Research Organisation Netherlands (SRON) is a global leader in astronomical and earth-oriented space research. In Wageningen, they are specialised in monitoring vegetation from space and the Koninklijk Nederlands Meteorologisch Instituut (KNMI) is famous for its knowledge of the interpretation of atmospheric data. The Netherlands also has to hold its good

name in the development of innovative space flight technology. The company Dutch Space based in Leiden has been the "purveyor to the court" of solar panels and launch pads for the ESA for the longest time. The companies Innovative Solutions In Space (ISIS) and Cosine are reacting to the increasing need for small satellites and are connecting this immediately to concrete applications. Progressive Dutch space instruments by inter alia the SRON and TNO on ESA space telescopes, such as Herschel and Gaia, unravel secrets of the universe.

The Netherlands has a global leading role in earth observation instruments. A consortium of Dutch companies and institutes (KNMI, SRON, Dutch Space, TNO) are currently working on the earth observation instrument Tropomi on behalf of the ESA and the Dutch space flight organisation Netherlands Space Office (NSO). This Tropospheric Ozone Monitoring Instrument is the only instrument on board the Sentinel-5 precursor satellite that is part of the European earth observation program Copernicus.



DUTCH DESIGN

SINCE 1953 IF HAS BEEN HOSTING ONE OF THE MOST RE-
 NOWED DESIGN AWARDS IN THE WORLD. SINCE THEN 32,000
 AWARD-WINNING PRODUCTS DESIGNED BY 12,000 AWARD WIN-
 NERS AND JUDGED BY 800 JURORS WERE REWARDED. DUTCH
 DESIGNERS HAVE WON A SURPRISING AMOUNT OF IF AWARDS
 THROUGHOUT THE YEARS. THE HOLLAND PAVILION HOSTS AN
 EXPOSITION OF THESE FAMOUS DUTCH DESIGNS. THIS ARTICLE
 GIVES YOU A PREVIEW.

Sandwichbike | BICYCLE

Inspired by the concept of flat packing and home assembly, Bas-
 ten Leijh rethought every aspect of the classic velocipede, result-
 ing in the Sandwichbike. Instead of a welded frame, it is engi-
 neered as a ‘sandwich’ of two weather coated frames of layered
 plywood. Bonded together by smart cylinders, the frames and
 components become a rock-solid piece of technology. When or-
 dered, the Sandwichbike will be delivered in a single flat-packed
 box containing all parts and the necessary tools. Assembling the
 bike at home allows the new owner to learn more about the anat-
 omy and mechanics of their new bicycle, which makes for a more
 enjoyable ride.

DESIGN AGENCY
 Bleijh Industrial Design
 Amsterdam, Netherlands

CLIENT / MANUFACTURER
 Bleijh Industrial Design
 Amsterdam, Netherlands



SENZ XL | UMBRELLA

The SENZ XL storm umbrella is the first golf sized aerodynamic umbrella
 in the world. Due to its asymmetric design, the SENZ XL storm umbrella
 always finds the best position in the wind, which makes it very comforta-
 ble to use, even in strong gusts. The patented construction makes the um-
 brella windproof up to 70 mph and the umbrella does not invert. The “eye
 savers” protect the eyes from any possible harm and the aerodynamic
 shape of the SENZ XL provides the user an excellent view. The innovative
 opening mechanism of the umbrella has been integrated in the handle,
 and the smooth oval shaft.

DESIGN AGENCY
 SENZ Umbrellas B.V.
 Delft, Netherlands

CLIENT / MANUFACTURER
 SENZ Umbrellas B.V.
 Delft, Netherlands



Nedap Smarttag Neck

COW POSITION AND HEAT DETECTION
 This system displays the position of individual cows in the barn with ease, detects the heat and detects animals
 with possible health problems, making individual animal
 care manageable- no matter how big the herd is. The
 design is animal friendly, high tech, robust, water-tight,
 durable and withstands the pressures of the barn envi-
 ronment. The yellow bumper protects the electronics
 housing. The ergonomically shape and weight keep the
 tag in its optimal position under the cow's neck. The
 tag automatically alerts the farmer if it is hanging in the
 wrong position.

DESIGN AGENCY
 WeLL Design
 Tamar Verhaar,
 Sander van Schaik
 Utrecht, Netherlands

CLIENT / MANUFACTURER
 Nedap Livestock
 Management
 Groenlo, Netherlands

“ LMS introduces the new patented SoundBrush that
 makes sound visible. When moving the probe freely
 around the test object in any orientation or position, the
 sound field is immediately displayed on screen in 3D ”

LMS SoundBrush

TOOL FOR SOUND VISUALIZATION

Acoustic troubleshooting is a challenging yet essential process for
 many types of industries. LMS introduces the new patented Sound-
 Brush that makes sound visible. When moving the probe freely around
 the test object in any orientation or position, the sound field is imme-
 diately displayed on screen in 3D. The SoundBrush also offers out-
 standing user-friendliness: high tactile product quality, combined with
 easy user interaction and intuitive software. The slim, compact design
 of the probe supports measurements in locations that are otherwise
 hard to reach. LMS SoundBrush is a compact, all-in-one solution that
 fits in a handheld travel case.

DESIGN AGENCY
 npk design
 Herman van der Vegt
 Leiden, Netherlands

CLIENT / MANUFACTURER
 LMS Instruments B. V.
 Breda, Netherlands



WakaWaka Light | SOLAR LAMP

WakaWaka is a highly efficient solar-powered LED lamp. Dutch
 tech firm Intivation's patented SunBoost Gen3 chip ensures a
 greater efficiency than any other solar lamp in the same price
 class. Efficiency is up to 200 % greater than regular solar lamps,
 especially on overcast days or during the rainy season. With less
 than one day of sunlight, the WakaWaka can provide 16 hours
 of reading light - unprecedented for a lamp that costs under
 USD 10 to manufacture. Designed and manufactured according
 to UNFCCC requirements, the WakaWaka is also eligible for CDM
 carbon credits.

DESIGN AGENCY
 Waka Waka BV.
 Haarlem, Netherlands

CLIENT / MANUFACTURER
 Waka Waka BV
 Haarlem, Netherlands



Overview Events & Location

HOLLAND PAVILION

GLASS HOUSE

VIP LOUNGE & PAVILION

OTHER HALLS

Monday, April 7

09.00 - 09.25

Opening Ceremony Holland Pavilion with Chancellor Merkel and Prime Minister Rutte

09.30 - 10.15

TEDx inspired pitches

11.30 - 12.30

Lecture and Animation movie - Netherlands solutions from space for global climate challenges

13.30 - 14.00

Presentation of the eV6, the solution for I-mobility, by Trikke

14.00 - 14.30

Workshop: Introduce your product to the international market with the biggest impact

15.30 - 16.00

Closing the Plastic Cycle: building the new supply chain for re-use polymeric materials

16.00 - 16.15

Possible signing ceremonies Minister Kamp present

10.30 - 11.00

Opening Glass House

10.45 - 13.30

Business summit with Prime Minister Mark Rutte and Minister Johanna Wanka

11.00 - 12.00

Nano and the Netherlands High Tech Country

12.30 - 14.00

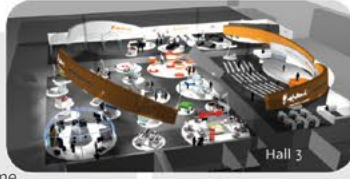
E3 SLIM knowledge sharing Sharing knowledge and experience on Smart Lighting In Metropolitan areas: Amsterdam, Rotterdam, Eindhoven and Philips, Cisco, Alliander and TU/e Lighting Institute

14.30 - 15.30

High Tech Hero: The importance of fundamental research for innovation and the development of the high tech industry. Lecture by Dave Blank

16.00 - 16.45

Fastned. Everywhere along the Highway



Hall 3

09.25 - 10.45 Hall 3 - Hall 13

Chancellor Merkel and Prime Minister Rutte tour the Messe

10.45 - 13.30 Hall 13

Business Summit. Prime Minister Mark Rutte and Minister Johanna Wanka

12.30 - 13.30 Hall 13

German-Dutch business lunch

10.00 - 17.00 Hall 4 E50

Suppliers convention

11.30 - 13.00 Hall 27 G85

Forum discussion: Future perspectives of E-mobility

14.30 - 15.15 Hall 16

Panel City Business Dialogues with Vice Mayor of Rotterdam

15.30 - 16.00

Minister Kamp visits Holland Pavilion

The Wall 16.15 - 16.30

Question of the Day Official kick off "Ask the Dutch"

The Wall 16.30 - 17.00

Drinks- VIP programme FME

17.00 - 18.00 Hall 4 E40

Cocktail Reception

18.15 - 22.00 Hall 2 D10

Night of innovations

Tuesday, April 8

09.30 - 10.15

TEDx inspired pitches

10.45 - 11.00 (tbc)

Hand-out report Energie wende and Industrie 4.0 Minister Kamp present

11.00 - 12.00

Symposium Tesla meets Stella

12.00 - 13.00

Brabant Lunch (invitees only)

13.00 - 14.00

Symposium; charging the future: open Standards

14.15 - 16.15

Integration: Energy in transition. The Dutch Approach for Energy Challenges Seminar hosted by the dutch top sector for energy innovation 14.25 Minister Kamp present

09.30 - 10.45

Energy Academy. How industry, higher education, regional development and science join forces in creating new energy-models and sustainability

11.00 - 12.00

High Tech Hero Creativity in research

12.00 - 13.00

Roundtable Fundamental research and Netherlands High tech Country

13.30 - 14.30

Panel discussion: Geopolitical trends with His Royal Highness Prince Jaime de Bourbon Parme, Special Envoy Natural Resources, Netherlands

14.45 - 15.45

Fast forward with Thermoplastic Composites

10.00 - 16.00 Hall 27 C35

Smart Grids Forum/ International Day

10.00 - 10.45 Hall 16 E35

"Smart city project" Skype conference

10.30 - 12.00 Hall 27 G85

Infrastructure and for Network E-mobility

11.30 - 12.00 Hall 16

Cities on stage: Rotterdam

14.00 - 18.00 Hall 13 F5

Forum 2 Foreign Trade Workshop

Hall 27 E18 10.40 - 11.05

Deutschlands Energiewende und Case-Study Niederlande

12.00 - 12.20

Dutch view: RenewableEnergy by Minister Kamp

13.00 - 16.00 Hall 27 G24

Match making Event

13.45 - 14.15 Hall 27 G85

MobiliTec charging infrastructure

14.15 - 15.15 Hall 16

What makes a city smart?

15.15 - 15.45 Hall 16

Cities on stage: Amsterdam

16.00 - 18.00 Hall 27 G24

Energy Network Reception

14.00 - 16.00

Outdoor. Demonstration of Car 14.00 Minister Kamp present

The Wall 14.15 - 16.30

Question of the Day Ask the Dutch Empowered by Dutch Technology FME

18.00 - 20.00 Hall 4 A04

Reception Netzwerk Niederlande_Deutschland

18.00 - 20.00 Hall 4

Industrial Supply Network

Overview Events & Location

HOLLAND PAVILION

GLASS HOUSE

VIP LOUNGE & PAVILION

OTHER HALLS

Wednesday, April 9

09.30 - 10.30

Smart industry Dutch Industry Minister Kamp present

10.30 - 11.15

TEDx inspired pitches

11.45 - 13.35

Technology Transfer Network, ESA BIC European Technology Transfer Network

14.00 - 16.00

Creative Solutions - Neue Kombinationen Future of German Dutch co-creation 14.00 State Secretary Dekker present

16.00 - 16.15

Signing ceremony Dutch Eco Design (Partners for International Bussiness) Co-signing Sander Dekker: Education, Culture and Science State Secretary

18.00 - 22.00 Holland Partner Country Night - An evening with music, food/drinks and entertainment

09.30 - 10.45

Global Challenges, Dutch composites

11.00 - 12.00

High Tech Hero: Maroeska Rovers on New trends in medical innovation

13.00 - 13.45

Internet of Things: new business, new design skills

14.00 - 14.45

Debate on joining forces in medical innovation

15.00 - 16.00

Seminar and panel discussion: Why invest in the High Tech Sector in the Netherlands? 15.45 - 16.00: Minister Kamp present

11.00 - 12.00

State Secretary Dekker visits Holland Pavilion

13.00 - 14.00 Hall 27 G85

Forum Mobilitec

14.00 - 16.00 Hall 3

Lounge Job&Career Deutsch-Niederländisches Expertentreffen

14.30 - 15.30 Hall 12 C06

Energy Forum

14.00 - 14.45

Bilateral meeting Minister Kamp

The Wall 14.00 - 16.15

Question of the Day Ask the Dutch Empowered by Dutch Technology

15.00 - 15.45 Hall 16 E35

Skype Conference on the Internet of things

16.00 - 18.00 Hall 2 D10

Alumni network reception State Secretary Dekker



Energy Hall

Thursday, April 10

09.30 - 10.50

Global Challenges, Dutch composites

11.00 - 11.15

Energiewende and Industrie 4.0 Opportunities for Dutch suppliers

11.45 - 12.30

iSPEX presentation and MATISSE official delivery

13.15 - 13.45

Energy Valley Talk

15.00 - 16.30

Master Alliance management; how to set up alliances in an innovative region

09.30 - 10.45

Seminar on development of human capital for high tech industry

11.00 - 12.00

High Tech Hero: Maroeska Rovers on New trends in medical innovation

11.50 - 12.30

Roundtable on attracting talent for hightech studies and industry

13.00 - 14.45

Keynote and and panel discussion. Finding talent: the Human Capital Challenge

15.00 - 15.30

Lecture on learning to stay employable



Energy Hall

13.45 - 15.45 Hall 27 G85

Mobilitec Forum

The Wall 16.00 - 16.15

Question of the Day Ask the Dutch - Empowered by Dutch Technology

18.00 - 20.00 Hall 4 E37

Industrial Supply Network Reception Drinks and Golden Tulip Ceremony

Friday, April 11



High Tech House

09.30 - 10.00

Health Tech Innovation: Presentation Theo Koster on the 'Dutch approach'

10.15 - 11.00

Health Tech Round Table: Dutch approach on heart and diseases

11.15 - 12.00

Health Tech Human body model

13.30 - 14.00

Roundtable discussion on the Dutch approach: Revalidation

10.20 - 10.40 Hall 27 E18

Renewable Energy: Jobs in the Netherlands

15.30 - 16.15 Hall 3 Job Stage

Seminar Personal Development and careers in the Netherlands

18.00 Closing of Hannover Messe

Program Holland Partner Country

This year's Partner Country is opting to communicate with the industrial world. The Netherlands is therefore putting on a showcase at HANNOVER MESSE, incorporating a wide range of high-level business events that emphasise the country's openness and technological skills.

Sunday, April 6

▷18.00 Opening Night Hannover Messe

Opening night in the Kuppelsaal in downtown Hannover. Speeches by Chancellor **Angela Merkel** and Dutch Prime Minister **Mark Rutte** and a spectacular show by **Holland Partner Country**. **Invitees only**. Location: **Holland Congress Centrum (HCC)**



Hall 3

Monday, April 7

HOLLAND PAVILION

▷09.00 - 09.20 **Opening ceremony Holland Pavilion** with Chancellor **Angela Merkel** and Prime Minister **Mark Rutte**

HALL 3 - HALL 13

▷09.25 - 10.45 **Chancellor Angela Merkel and Prime Minister Mark Rutte TOUR DE MESSE**



Prime Minister
Mark Rutte



Chancellor
Dr. Angela Merkel

▷10.45 - 13.30 **Business Summit - The future of Industry**. Opening by Prime Minister Rutte and Minister **Johanna Wanka** (invitees only)

▷12.30 - 13.30 **Hall 13 German-Dutch business lunch**

HOLLAND PAVILION

09.30 - 10.15 ▷TEDx inspired pitches
11.30 - 12.30 ▷Lecture and **Animation movie: Netherlands solutions from space for global climate challenges**.

Tropomi: Monitoring air quality from space at city level, organized by **NL Space Office**

13.30 - 14.00 ▷Presentation of the eV6, the solution for I-mobility, by **Trikke**
14.00 - 14.30 ▷**Workshop**: Introduce your product to the int. market with the biggest impact by **C4Real**

15.15 - 16.00 ▷Closing the **Plastic Cycle**: building the new supply chain for re-use polymeric materials by **Polymer Science park**

GLASS HOUSE

10.30 - 11.00 ▷Opening **Glass House**
11.00 - 12.00 ▷**Nano** and the Netherlands High Tech Country Round table discussion with **Mr. Dave Blank, MESA+ Institute for Nanotechnology** by **ScienceGuide/Platform Bèta Techniek**
12.30 - 14.00 ▷**E3 SLIM knowledge sharing**. Sharing knowledge and experience on Smart Lighting In Metropolitan areas by Amsterdam, Rotterdam, Eindhoven and Philips, Cisco, Alliander and TU/e Lighting Institute

14.30 - 15.30 ▷**High Tech Hero**: The importance of fundamental research for innovation and the development of the high tech industry. Lecture by **Dave Blank** by **ScienceGuide/Platform Bèta Techniek**

16.00 - 16.45 ▷**Fastned**. Everywhere along the Highway. Fast charging stations along the highway

VIP LOUNGE & PAVILION

15.30 - 16.00 ▷**Minister Kamp visits Holland Pavilion**

16.15 - 16.30 **The Wall** ▷Question of the Day. Official kick off "Ask the Dutch"

16.30 - 17.00 **The Wall** ▷Drinks - VIP programme FME

PAVILION INDUSTRIAL SUPPLY-HALL 13

10.00-17.00 ▷Suppliers Convention
Cross-sector lecture and discussion forum at E50

PAVILION HOLLAND E-MOBILITY HOUSE - HALL 27

11.30 - 13.00 ▷Forum Discussion: Future perspectives of E-mobility

PAVILION METROPOLITAN SOLUTIONS -HALL 16

14.30 - 15.15 ▷Panel **City Business**
Dialogues with **Alexandra van Huffelen**, Vice Mayor of Rotterdam



Hall 27



Hall 16

HOLLAND HIGH TECH HOUSE-HALL 2, D10
▷18.15 -22.00 **Night of Innovations**. Presentations, shows, cocktail and entertainment organised by **FME-CWM**



Hall 2

Program Holland Partner Country

Tuesday, 8 April

PAVILION ENERGY-HALL 27

▷10.00 - 16.00 **Smart Grids Forum / International Day in C35**. The international day in Hall 13 focusses on international developments in the smart grids market

▷12.00 - 12.20 **Dutch view on Renewable Energy** by Minister Kamp in E18

OUTDOOR

▷14.00 - 16.00
Demonstration of Car to show Infrastructure technology with **Stella** organised by **NXP semiconductors**

HALL 13, F50

▷14.00 - 18.00 **Forum 2 Foreign Trade Workshop**
NL-Germany: Opportunities. Industries. Research by **GTI & NFIA**

HOLLAND PAVILION

09.30 - 10.15 ▷TEDx inspired pitches
11.00 - 12.00 ▷Symposium **Tesla meets Stella**
13.00 - 14.00 ▷Symposium; charging the future: open Standards by **Brabant Region**

14.15 - 16.15 ▷Integration: **Energy in Transition**. The dutch approach for energy challenges. Minister Kamp present
16.00 - 16.15 ▷Signing ceremony **Partners International Business Creative Industry** Co Signing: **Sander Dekker**, State Secretary for Education, Culture and Science
Integration: Energy in Transition

GLASS HOUSE

09.30 - 10.45 ▷**Energy Academy**. How industry, higher education, regional development and science join forces in creating new energy-models and sustainability. **ScienceGuide/Platform Bèta Techniek/ Hanze University of Applied Sciences**
11.00 - 11.45 ▷**High Tech Hero**. Creativity in research and his work on the devekopment of **Graphene**, **Mikhail Katsnelson** (NWO Spinoza Laureate)

12.00 - 13.00 ▷Roundtable **Fundamental research and Netherlands High tech Country** with **Mikhail Katsnelson**
13.30 - 14.30 ▷Panel discussion **Geopolitical trends** with **His Royal Highness Prince Jaime de Bourbon Parme**, Special Envoy Natural

Resources, Netherlands

VIP LOUNGE & PAVILION

14.00 - 16.00 ▷Outdoor demonstration of car. Minister Kamp present
14.15 - 16.30 **The Wall** ▷Question of the Day. Official kick off "Ask the Dutch"



High Tech

PAVILION METROPOLITAN SOLUTIONS-HALL 16

10.00 - 10.45 ▷"Smart city project"
Skype conference on urban development in Beijing by **NL Embassy in E35**
11.30 - 12.00 ▷Cities on Stage: **Rotterdam**
14.15 - 15.15 ▷What makes a city smart?
11.30 - 12.00 ▷Cities on Stage: **Amsterdam**

PAVILION HOLLAND E-MOBILITY HOUSE - HALL 27

10.30-12.00 ▷Infrastructure for **Network E-mobility**
Forum discussion in **G85**
13.45 - 14.15 ▷**G85 MobiliTec** charging infrastructure

PAVILION ENERGY - HALL 27

10.40 - 11.05 ▷**Deutschlands Energiewende** und Case-Study **Niederlande Ton Doesburg**,CEO **Alliander AG**:Duetschlands Energiewende and case study **Netherlands** in E18.
13.00 - 16.00 ▷**Match making Event in G24**
16.00 - 18.00 ▷**Energy Network** reception by **FME**

INDUSTRIAL SUPPLY - HALL 4

18.00-20.00 ▷**Industrial Supply** Network Reception by **Brainport Industries/BOM**
18.00-20.00 ▷**Reception Netzwerk Niederlande Deutschland** **HWK/VMO** in A04

Industries/BOM

18.00-20.00 ▷**Reception Netzwerk Niederlande Deutschland** **HWK/VMO** in A04

Wednesday, 9 April

HOLLAND PAVILION

▷14.00 - 16.00
CreativeSolutions - New combination **Future of German Dutch co-creation**

PAVILION HOLLAND E-MOBILITY HOUSE-HALL 27

▷13.00 - 14.00
Forum Mobilitec - Vostellung **Handbuch Elektromobilität 2014** in **G85**

PAVILION HOLLAND E-MOBILITY HOUSE-HALL 27

▷13.00 - 14.00
Forum Mobilitec - Vostellung **Handbuch Elektromobilität 2014** in **G85**

HALL 12 ENERGY FORUM

"Life needs Power"
Offshore Wind Challenges. Where can **Dutch Solutions** Contribute by **NL Embassy Berlin**

PAVILION METROPOLITAN SOLUTIONS - HALL 16

▷15.00-15.45 **Skype Conference on the Internet of Things Build Environment & Smart City in Rotterdam** by **NL Embassy Berlin**

HOLLAND PAVILION - HALL 3

09.30 - 10.30 ▷**Smart industry**
Dutch Industry fit for the future. Present Minister **Kamp**
10.30 - 11.15 ▷TEDx inspired pitches by **ING/FME**
11.45 - 13.35 ▷**Technology Transfer Network** **ESA BIC European Technology Transfer Network** by **Space Business Innovation Centre**
16.00 - 16.15 ▷**Signing Ceremony Partners International Business Creative Industry** **ESA Co Signing** State Secretary **Dekker**

GLASS HOUSE

09.30 - 10.45 ▷**Global Challenges**, Dutch composites by **Holland Composites Pavilion**
11.00 - 12.00 ▷**High Tech Hero** **Maroeska Rovers** on New trends in medical innovation
Science Guido/Platform Bèta Techniek/ Holland High Tech
13.00 - 13.45 ▷Internet of Things **New business, new design skills**
14.00 - 14.45 ▷Debate on joining forces in medical innovation **ScienceGuide / Platform Bèta Techniek**
15.00 - 16.00 ▷Seminar and panel discussion. **Why invest in the High Tech Sector in the Netherlands?**

Program Holland Partner Country

15.00 - 16.00 >Seminar and panel discussion. **Why invest in the High Tech Sector in the Netherlands?**
15.45 - 16.00 Minister Kamp present

VIP LOUNGE & PAVILION

11.00 - 12.00 >State Secretary Dekker visits Pavilion
14.00 - 14.45 >Bilateral meeting Minister Kamp
14.00 - 16.15 **The Wall** >Question of the Day. Official kick off “Ask the Dutch”

HOLLAND HIGH TECH HOUSE- HALL 2, D10
Alumni network reception

>18.00 - 22.00
Holland Partner Country Night – An evening with music, food/drinks and entertainment

Welcome by State Secretary for Education, Culture and Science, Sander Dekker

Thursday, April 10

HOLLAND PAVILION
>09.30 - 10.50
Global Challenges, Dutch composites. From recent Experiences to Future Innovation

HOLLAND PAVILION
> 11.00 - 11.15
Energiewende and Industrie 4.0 Opportunities for Dutch system suppliers and subcontractors in a more open supply chain in Germany.

HOLLAND PAVILION

11.45 - 12.30 >iSPEX presentation and MATISSE official delivery. **NOVA – Netherlands Research**, School for Astronomy
13.15 - 13.45 >**Energy** Valley Talk by Energy Valley
15.00 - 16.30 > **Masterclass Alliance Management** How to set-up alliances in an innovate region?

GLASS HOUSE

09.30 - 10.45 >Seminar on development of human capital for high tech industry and higher education by **ScienceGuide/ Platform Bèta Techniek / Holland High Tech**

11.00 - 11.45 >**High Tech Hero** Computer science as a fascinating world to discover. Lecture by High Tech Hero **Piek Vossen -NOW Spinoza Laureate)** by **ScienceGuide/ Platform Bèta Techniek / Holland High Tech**
11.50 - 12.30 >**Roundtable** on attracting talent for hightech studies and industry by **ScienceGuide/ Platform Bèta Techniek / Holland High Tech**
13.00 -14.45 >Keynote and panel discussion. **Finding talent: the Human Capital Challenge by ScienceGuide/ Platform Bèta Techniek/Holland High Tech**
15.00 -15.30 >Lecture on learning to stay employable

VIP LOUNGE & PAVILION

16.00 - 16.15 **The Wall** >Question of the Day. Official kick off “Ask the Dutch”

HOLLAND COMPOSITES PAVILION
>-18.00 - 20.00
Industrial Supply Network Reception. Drinks and Goldene Tulpe ceremony. Die Goldene Tulpe (Golden Tulip) is the award for the best Dutch stand at the Hannover Messe 2014.

Friday, April 11

GLASS HOUSE
>09.30 - 10.00 Health Tech Innovation: Presenation by Theo Koster on the ‘Dutch approach’ in which researchers, industry and health care professionals work together towards evidence based improvement for patients by Science-Guide/ Platform Bèta Techniek

HOLLAND PAVILION
>15.30 - 16.15 Job & Career Stage Seminar Personal Development and careers in the Netherlands

10.15 - 11.00 >**Health Tech, Round Table:** Dutch approach on heart and coronary diseases, with representatives of hospitals, industry, insurance companies and higher education/ research by **ScienceGuide/ Platform Bèta Techniek**

PAVILION ENERGY, E18

10.20 - 10.40 >**Renewable Energy:** Jobs in the Netherlands Bundesverband Erneuerbare
18.00 >Closing of Hannover Messe

11.15 - 12.00 >**Health Tech, Human body model: Presentation of the Human Body Model** A visualization tool that makes real time analysis of movement possible) by the Neurocontrol consortium and/or the Exoskeleton. by **ScienceGuide/ Platform Bèta Techniek**

PAVILION ENERGY, E18

10.20 - 10.40 >**Renewable Energy:** Jobs in the Netherlands Bundesverband Erneuerbare
18.00 >Closing of Hannover Messe, Breakdown

Company name	Hall	Stand			
2E Cable Assembly B. V.	4	C52/1	CBI	5	F30
2GETTHERE BV	27	E41	CELLRO BV	17	B21
3TU.Federation	2	D10	Ceratec Technical Ceramics BV	4	C22
54 Events BV	27	E41	Chainfood	3	F20
Aad de Wit Verhuizingen	27	E41	CHARGEPOINT BV	27	E41
AAE B.V.	4	C22	Cleantron	3	F20
ACCENDA BV	27	E41	Composite Mobility BV	27	E41
Accenture	16	E35	CONTOUR BV	4	C40
Aeson BV	4	C18/1	DdV MEDIA INTERNATIONAL	15	G55
ALARA-LUKAGRO BV	27	H30	DdV MEDIA INTERNATIONAL	15	G43
Alfen B.V.	27	E41	DEMCON BV	4	C22
ALLIANDER MOBILITY SERVICES BV	27	E41	DER-TEC AANDRIJFTECHNIEK BV	17	B21
Alligator Plastics BV	4	C18/2	Deutsch-Niederländische Handelskam-mer (DNHK)	13	F44
ALMI MACHINEFABRIEK BV	4	A04 (11)	Deutsch-Niederländische Handelskam-mer (DNHK)	13	F44/1
ALMOTION BV	17	A37	Dipanox BV	5	G13
AMERSFOORT MACHINEFABRIEK BV	4	E43	DIRECTLEASE BV	27	E41
Amsterdam Scientific Instruments B.V.	2	D54	DISCOM BV	27	G24
ANAMET EUROPE BV	13	B53	DRYMER BV	3	F20
APPM MANAGEMENT CONSULTANTS BV	27	E41	Dutvh Creative Industries	3	F20
ARBO POMPEN EN FILTERS BV	15	G43	Dutch Games Association	3	F20
ASML	2	D10	DUVEDEC Europe BV	27	E41
ASTRON (NWO)	2	D10	DYCOMET EUROPE BV	6	B34/1
AVIONICS CONTROL SYSTEMS BV	2	D54	Eagle Energy B.V.	27	E41
BALSEAL ENGINEERING EUROPE BV	12	B76	EASY GO INTERNATIONAL	27	E41
Benteler Engineering Services	27	E41	ECOVAT WERK BV	27	G24
BIJL PROFIELEN BV	6	G46	ELEQ BV	12	F44
BIONICS INSTRUMENT EUROPE BV	4	C18/7	Embed Engineering B.V.	27	G24
BOESSENKOOL- MACHINEFABRIEK BV	4	D40	enie.nl B.V.	27	G24
BOLTJES SERIAL PRODUCTION BV	4	C54	EPR-Technopower	2	D10
BONS & EVERS METAALPERSWERK BV	4	D43/1	ERIKS BV	4	C22
Boon Edam	3	F20	Essentra Components B.V.	6	C16
BOSAL NEDERLAND BV	27	G24	ETCHFORM BV	4	C52/6
BOUMAN INDUSTRIAL SUPPLIER GROUP BV	4	A04 (27)	EUROPEAN SPACE AGENCY (ESA) ESTEC	2	D54
BOZ GROUP BV	4	D43	EURO-TECHNIEK-EINDHOVEN BV	4	D49
BRAAKHUIS BORNE BEDRIJVEN BV	4	C42	EV-BOX BV	27	E41
Brabant Region	3	F20	EXXFIRE BV	2	D54
BRAINPORT INDUSTRIES	4	C22	Fastned B.V.	27	E41
BRINKS METAALBEWERKING BV	2	D10	Figo B.V.	2	D10
BRONKHORST HIGH-TECH BV	4	D41	FlexBase BV	16	E35
BRONKHORST HIGH-TECH BV	11	A42	FLIR COMMERCIAL VISION SYSTEMS BV	12	D19
BRUCO INTEGRATED CIRCUITS BV	2	D10	FME-CWM	2	D10
BUSINESS CLUSTER SEMICONDUCTORS NETHERLANDS	2	D10	FME-CWM	3	F20
Care4iT	3	F20			

FME-CWM	27	G24
FMI Precision	4	C22
FOKKER AEROSTRUCTURES BV	6	G46
FOM Institute AMOLF (NWO)	2	D10
FOM-INSTITUUT DIFFER (NWO)	2	D10
FOM-INSTITUT DIFFER	6	G46
FOM Institute Nikhef (NWO)	2	D10
Frecken Mechatronics BV	4	C22
Frero Tech BV	4	E35
FRISIAN MOTORS BV	27	E41
GALVANO BV	4	A04 (12)
GBO DESIGN - ENGINEERING BV	4	C22
GEMEENTE EINDHOVEN	16	E35
GEMEENTE GRONINGEN	27	G24
GEMEENTE ROTTERDAM	16	E35
GETON- ROESTVRIJSTAAL INDUSTRIE BV	4	C18/8
GIETERIJ NEEDE BV	4	C52/7
GINAF Trucks Nederlands B.V.	27	E41
GREENTECH-ENGINEERING	4	C22
HADRO TECHNIEK	11	A66
HANNOVER CONSULTANCY BV	17	B21
HANZEHOGESCHOOL GRONINGEN	27	G24
HARTMOBILE BV QWIC	27	E41
HEATMATRIX GROUP BV	27	G24
HELIOX BV	27	E41
HERIKON	4	A04 (23)
HIGH TECH CAMPUS EINDHOVEN	2	D10
HILMAR GROUP BV	4	C57
HOLLAND INNOVATIVE BV	4	C22
HSF BV	27	G24
HTAS-High Tech Automotive Systems	27	E41
HTR RUBBER & FOAM	4	C22
HYTRUCK BV	27	E41
Ibis Power BV	16	E35
i-enerGQ B.V.	27	G24
IHC SEALING SOLUTIONS BV	15	G43
IKEUCHI EUROPE BV	4	F02
INCAS3 Innovation Centre Inc.	3	F20
INDES BV	3	F20
INEPRO-METERING BV	12	D22
INND BATTERIES / CLEANTRON BV	27	G24
INND BATTERIES / CLEANTRON BV	27	E41
I-NRG B.V.	27	G24

InterGest Netherlands	13	F40
IXON.NET	8	F29
JEWE INEXOR BV	4	E40/6
KALTENBACH-TOOLS BV	17	B21
KENNISPARK TWENTE FOUNDATION	3	F20
KIEMT FOUNDATION	27	G24
KMWE PRECISIE EINDHOVEN BV	4	C22
KONINKLIJKE METAALUNIE - KMU	4	C52
KONINKLIJKE METAALUNIE - KMU	4	E40
LAMERS HIGH TECH SYSTEMS	4	C22
LC MAAN ENGINEERING BV	4	C18/3
LENZE BV	4	C22
LUCASSEN GROUP BV	4	E40/2
M.M.E. Technology B.V.	4	C52/5
Machinefabriek van der Ploeg B.V.	4	D47
Materia BV	6	A52
Metaaldraaijerij de Koning B.V.	4	E40/3
Metsens B.V.	27	G24
MFE MACHINING & CONSTRUCTION BV	4	E33
MICRO TURBINE TECHNOLOGY BV	27	G24
Mikrocentrum activiteiten B.V.	4	C18
MINISTERIE VAN ECONOMISCHE ZAKEN DIRECTIE TOPSECTOR	16	E35
MI-PARTNERS BV	2	D65
MONTAIR PROCESS TECHNOLOGY BV	3	F20
MONTAIR PROCESS TECHNOLOGY BV	4	E40/1
Mors Smitt BV	12	D55
M-PRODUCTS BV	27	L81
NEDERLANDSE AMBASSADE BERLIJN	16	E35
NEDERLANDSE GASUNIE NV	27	G24
Negotica Projectontwikkeling B.V.	27	G24
Netherlands Enterprise Agency	3	F20
Netherland Foreign Investment Agency (NFIA)	3	F20
NEVAT	4	E35
NEVAT	4	D38
NEWAYS TECHNOLOGIES BV	4	C22
NIJDRA SPECIAL PRODUCTS BV	4	D34
NIOZ (NWO)	2	D10
NLINGENIEURS	16	E35
NL Space	3	F20

Novio Tech Campus	2	D10
NOVA	2	D10
Northern Netherlands: Region of Smart Factories	2	D10
NTS GROUP BV	4	C22
NWP - Netherlands Water Partnership	3	F20
NXP SEMICONDUCTORS N.V. (NASDAQ: NXPI)	2	D10
O-FOIL BV - WING PROPULSION	3	F20
p/a de Ruijter Consultancy (DRC)	6	G46
PAL-V Europe N.V.		
PFT_Profiles BV	6	G46
Philips Ceramics Uden	4	C22
PHOENIX 3D METAAL BV	4	C22
PhotonicsNL/Memphis	2	D10
Pontus Heattreatment B.V.	4	A04
POSTNL PAKKETTEN BENELUX BV	27	E41
PRIVA BV	16	E23
PRODRIVE BV	27	E41
PROOV BV	27	E41
QMICRO BV	2	D10
QUBY BV	27	G24
REGIO GRONINGEN-ASSEN	16	E35
Relighted B.V.	27	G24
RIJKSDIENST VOOR ONDERNEMEND NEDERLAND	27	E41
ROMIT B.V.	4	C48
ROOSEN NEDERLAND BV	17	32
RUBITECH ALUCAST BV	4	A04 (17)
Ruco Industries B. V.	4	C18/6
RVS NON FERRO B. V.	4	C18/9
Salomon's Metalen B.V.	4	C18/5
SCHERPENZEEL METAALBEWERKING BV	4	
SCHUT PRECISION PARTS BV	4	C52/3
ScienceGuide B.V.	3	F20
SIEMENS INDUSTRY SOFTWARE	7	E18
SIOUX EMBEDDED SYSTEMS BV	4	C22
SLIJPCENTRUM- DE ROOY BV	4	D44
SMITS MACHINEFABRIEK BV	4	C22
Sorama B.V.	2	D10
Space and Matter	16	E35
SPIJKSTAAL ELEKTRO BV	27	E41
SRON (NWO)	2	D10
STAALBOUW BOOM BV	4	C46
Stabi Alert B.V.	27	G24
STEVENS IDE PARTNERS BV	4	A04 (7)

STICHTING AMSTERDAM ECONOMIC BOARD	16	E35
Stichting Energy Academy Europe	27	G24
Stichting Energy Valley	27	G24
STICHTING HOLLAND HIGH TECH	2	D10
STODT TOEKOMSTTECHNIEK	4	A04 (19)
STRAALTECHNIEK INTERNATIONAL BV	4	E40/7
Surface Treatment Nederland B.V.	4	E40/5
TASS INTERNATIONAL	27	E41
TEN CATE ADVANCED COMPOSITES BV	6	G46
TEN CATE ADVANCED COMPOSITES BV	3	F20
TEN CATE ADVANCED COMPOSITES BV	27	E41
Titan LNG	27	G24
TNO	3	F20
TNO	2	D10
TO-INCREASE BV	7	C04
Top Sector Energy	3	F20
TOPIC Embedded Products B.V.	2	D10
TRIKKE EUROPE / BD BEHEER BV	27	E41
Triple Solar	16	E35
TSG GROUP	4	C22
UNITED SPRINGS BV	4	E41
Van Halteren Metaal BV	4	D42
Van Hoof Groep B.V.	4	C52/8
Van Knippenberg Metaalindustrie B.V.	4	C52/2
VANBERLO BV	4	C22
VDL GROEP BV	4	D33
VDL HEALTHCARE TECHNOLOGIES	3	F20
VECO BV	4	C22
VeenstraGlazenborg B.V.	4	C52/4
Villagepump B.V.	16	E35
ViNotion	3	F20
ViriCiti B.V.	16	35
V-tron BV	27	E41
Water & Energy Solutions Inc.	27	G24
Wattcher BV	16	E35
WBM STAALSERVICE CENTRUM BV	4	C47
WeLL Design B.V.	3	F20
West End B. V.	3	F20
West End B. V.	4	E40/4
WETERING METAALPERSWERK BV	4	C50
Wijdeven Inductive Solutions B.V.	4	C18/4
WILTING COMPONENTS BV	4	C22
WITEC FIJNMECHANISCHE TECHNIEK BV	4	C22
YOKOGAWA EUROPE BV	9	D68

Dutch exhibitors according to halls

Holland High Tech House • Hall 2 • Stand D10

3TU.Federation
ASML
ASTRON (NWO)
BRONKHORST HIGH-TECH BV
BRUCO INTEGRATED CIRCUITS BV
BUSINESS CLUSTER SEMICONDUCTORS NETHERLANDS
EPR-Technopower
Figo BV
FME-CWM
FOM-institute AMOLF (NWO)
FOM-INSTITUUT DIFFER (NWO)
HIGH TECH CAMPUS EINDHOVEN
FOM INSTITUTE NIKHEF (NWO)
NIOZ (NWO)
NOVA
Novio Tech Campus
Northern Netherlands: Region of Smart Factories
NXP SEMICONDUCTORS BV (NASDAQ: NXPI)
PhotonicsNL/Memphis
QMICRO BV
Sorama BV
SRON (NWO)
STICHTING HOLLAND HIGH TECH
TNO
TOPIC Embedded Products BV

Holland Pavilion • Hall 3 • Stand F20

Boon Edam BV
Brabant Region
Care4iT
Chainfood BV
Cleantron
DRYMER BV
Dutch Creative Industries
Dutch Games Association
FME-CWM
INCAS3 Innovation Centre Inc.
INDES BV
KENNISPARK TWENTE FOUNDATION
MONTAIR PROCESS TECHNOLOGY BV
Netherlands Enterprise Agency
Netherlands Foreign Investment Agency (NFIA)
NL Space
NWP - NETHERLANDS WATER PARTNERSHIP
O-FOIL BV - WING PROPULSION
PAL-V Europe NV
ScienceGuide BV
TEN CATE ADVANCED COMPOSITES BV
TNO
Top Sector Energy
VDL HEALTHCARE TECHNOLOGIES

Holland Industrial Supply • Hall 4

	Stands		Stands		Stands
2E Cable Assembly B. V.	C52/1	Machinefabriek van der Ploeg B.V.	D47	UNITED SPRINGS BV	E41
AAE B.V.	C22	Metaaldraaij de Koning B.V.	E40/3	Van Halteren Metaal BV	D42
Aeson BV	C18/1	MFE MACHINING & CONSTRUCTION BV	E33	Van Hoof Groep B.V.	C52/8
Alligator Plastics BV	C18/2	Mikrocentrum activiteiten B.V.	C18	Van Knippenberg Metaalindustrie B.V.	C52/2
AMERSFOORT MACHINEFABRIEK BV	E43	MONTAIR PROCESS TECHNOLOGY BV	E40/1	VANBERLO BV	C22
BIONICS INSTRUMENT EUROPE BV	C18/7	NEVAT	E35	VDL GROEP BV	D33
BOESSENKOOL- MACHINEFABRIEK BV	D40	NEVAT	D38	VECO BV	C22
BOLTJES SERIAL PRODUCTION BV	C54	NEWAYS TECHNOLOGIES BV	C22	VeenstraGlazenborg B.V.	C52/4
BONS & EVERS METAALPERSWERK BV	D43/1	NIJDRA SPECIAL PRODUCTS BV	D34	WBM STAALSERVICE CENTRUM BV	C47
BOZ GROUP BV	D43	NTS GROUP BV	C22	West End B. V.	E40/4
BRAAKHUIS BORNE BEDRIJVEN BV	C42	Philips Ceramics Uden	C22	WETERING METAALPERSWERK BV	C50
BRAINPORT INDUSTRIES	C22	PHOENIX 3D METAAL BV	C22	Wijdeven Inductive Solutions B.V.	C18/4
BRINKS METAALBEWERKING BV	D41	ROMIT B.V.	C48	WILTING COMPONENTS BV	C22
Ceratec Technical Ceramics BV	C22	Ruco Industries B. V.	C18/6	WITEC FIJNMECHANISCHE TECHNIEK BV	C22
CONTOUR BV	C40	RVS NON FERRO B. V.	C18/9		
DEMCN BV	C22	Salomon's Metalen B.V.	C18/5		
ERIKS BV	C22	SCHERPENZEEL METAALBEWERKING BV			
ETCHFORM BV	C52/6	SCHUT PRECISION PARTS BV	C52/3		
EURO-TECHNIEK-EINDHOVEN BV	D49	SIOUX EMBEDDED SYSTEMS BV	C22		
FMI Precision	C22	SLIJPCENTRUM- DE ROOY BV	D44		
Frencen Mechatronics B.V.	C22	SMITS MACHINEFABRIEK BV	C22		
Frero Tech BV	E35	STAALBOUW BOOM BV	C46		
GBO DESIGN - ENGINEERING bv	C22	STRAALTECHNIEK INTERNATIONAL BV	E40/7		
GETON- ROESTVRIJSTAAL INDUSTRIE BV	C18/8	Surface Treatment Nederland B.V.	E40/5		
GIETERIJ NEEDE BV	C52/7	TSG GROUP	C22		
GREENTECH-ENGINEERING	C22				
HOLLAND INNOVATIVE BV	C22				
HTR RUBBER & FOAM	C22				
JEWE INEXOR BV	E40/6				
KMWE PRECISIE EINDHOVEN BV	C22				
KONINKLIJKE METAALUNIE - KMU	C52				
KONINKLIJKE METAALUNIE - KMU	E40				
LAMERS HIGH TECH SYSTEMS	C22				
LC MAAN ENGINEERING BV	C18/3				
LENZE BV	C22				
LUCASSEN GROUP BV	E40/2				
M.M.E. Technology B.V.	C52/5				

Other exhibitors • Hall 2

	Stands
Amsterdam Scientific Instruments B.V.	D54
AVIONICS CONTROL SYSTEMS BV	D54
EUROPEAN SPACE AGENCY (ESA) ESTEC	D54
EXXFIRE BV	D54
MI-PARTNERS BV	D65

Other exhibitors • Hall 3

	Stands
ALMI MACHINEFABRIEK BV	A04 (11)
BOUMAN INDUSTRIAL SUPPLIER GROUP BV	A04 (27)
GALVANO BV	A04 (12)
HERIKON	A04 (23)
HILMAR GROUP BV	C57
IKEUCHI EUROPE BV	F02
Pontus Heattreatment B.V.	A04
RUBITECH ALUCAST BV	A04 (17)
STEVENS IDE PARTNERS BV	A04 (7)
STODT TOEKOMSTTECHNIEK	A04 (19)



Hall 2



Dutch exhibitors according to halls

CBI • Hall 5 • Stand F30

CBI

Holland Composites House • Hall 6 • Stand G46

BIJL PROFIELEN BV
FOKKER AEROSTRUCTURES BV
FOM-INSTITUUT DIFFER
p/a de Ruijter Consultancy (DRC)
TEN CATE ADVANCED COMPOSITES BV

Holland Smart City House • Hall 16 • Stand E35

Accenture
FlexBase BV
GEMEENTE EINDHOVEN
GEMEENTE ROTTERDAM
Ibis Power BV
MINISTERIE VAN ECONOMISCHE ZAKEN DIRECTIE TOPSECTOR
NEDERLANDSE AMBASSADE BERLIJN
NLINGENIEURS
REGIO GRONINGEN-ASSEN
Space and Matter
STICHTING AMSTERDAM ECONOMIC BOARD
Triple Solar
Villagepump BV
ViriCiti BV
Wattcher BV

Holland Industrial Automation House • Hall 17 • Stand B21

CELLRO BV
DER-TEC AANDRIJFTECHNIEK BV
HANNOVER CONSULTANCY BV
KALTENBACH-TOOLS BV

Holland Energy House • Hall 27 • Stand G24

BOSAL NEDERLAND BV
DISCOM BV
ECOVAT WERK BV
Embed Engineering B.V.
enie.nl B.V.
FME-CWM
Gemeente Groningen
HANZEHOGESCHOOL GRONINGEN

HEATMATRIX GROUP BV
HSF B.V.
i-enerGQ B.V.
INND BATTERIES / CLEANTRON BV
I-NRG B.V.
KIEMT FOUNDATION
Metsens B.V.
MICRO TURBINE TECHNOLOGY BV

NEDERLANDSE GASUNIE NV
Negotica Projectontwikkeling B.V.
QUBY BV
Relighted B.V.
Stabi Alert B.V.
Stichting Energy Academy Europe
Stichting Energy Valley
Titan LNG
Water & Energy Solutions Inc.

Other Exhibitor • Hall 5 • Stand G13

DIPANOX BV

Other exhibitors • Hall 6

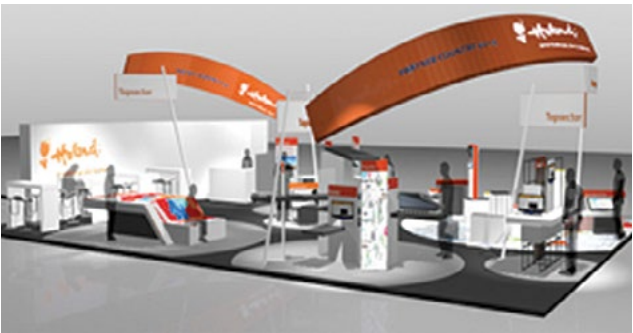
DYCOMET EUROPE BV
Essentra Components B.V.
PFT_Profiles BV

Stands

B34/1
C16
G46

Other exhibitor • Hall 16 • Stand E23

PRIVA BV



Hall 16

Other exhibitors • Hall 17

ALMOTION BV
ROOSEN BPL BV

Stands

A37
E55



Hall 3

Holland E-Mobility House • Hall 27 • Stand E41

2GETTHERE BV
54 Events BV
Aad de Wit Verhuizingen
ACCENDA BV
Alfen BV
ALLIANDER MOBILITY SERVICES BV
APPM MANAGEMENT CONSULTANTS BV
Benteler Engineering Services
CHARGEPOINT BV
Composite Mobility BV
DIRECTLEASE BV
DUVEDEC Europe BV

Eagle Energy BV
EASY GO INTERNATIONAL
EV-BOX BV
Fastened BV
FRISIAN MOTORS BV
GINAF Trucks Nederland BV
HARTMOBILE BV QWIC
HELIOX BV
HTAS - High Tech Automotive Systems
HYTRUCK BV
INND BATTERIES / CLEANTRON BV
POSTNL PAKKETTEN BENELUX BV

Other exhibitors • Hall 27

ALARA-LUKAGRO BV
EASY GO INTERNATIONAL
M-PRODUCTS BV
QUBY BV

Stands

H30
E41
L81
G24



Hall 27

Halls	Other exhibitors	Stands
7	SIEMENS INDUSTRY SOFTWARE BV	E18
7	TO-INCREASE BV	C04
8	IXON.NET	F29
9	YOKOGAWA EUROPE BV	D68
11	BRONKHORST HIGH-TECH BV	A42
11	HADRO TECHNIEK	A66
12	BALSEAL ENGINEERING EUROPE BV	B76
12	ELEQ BV	F44
12	FLIR COMMERCIAL VISION SYSTEMS BV	D19
12	INEPRO-METERING BV	D22
12	FLIR COMMERCIAL VISION SYSTEMS BV	D19
12	Mors Smitt BV	D55
13	ANAMET EUROPE BV	B53

Halls	Other exhibitors	Stands
13	Deutsch-Niederländische Handelskammer	F44 Global
13	Deutsch-Niederländische Handelskammer InterGest Netherlands	F44/1
13	InterGest Netherlands	F40
15	ARBO POMPEN EN FILTERS BV	G43
15	DdV MEDIA INTERNATIONAL	G43
15	DdV MEDIA INTERNATIONAL	G55
15	IHC SEALING SOLUTIONS BV	G43

VISIT HOLLAND IN HANNOVER

HANNOVER MESSE 2014 | 7 - 11 APRIL 2014



- 2 Holland Pavilion
Hall 3
- 3 Holland High Tech House
Hall 2, D10
- 4 Holland Industrial Supply
Hall 4
- 5 CBI, Dutch Centre for the Promotion
of Import from Developing Countries
Hall 5, stand F30

- 6 Holland Composites Pavilion
Hall 6, G46
- 16 Holland Smart City House
Hall 16, E35
- 17 Holland Industrial Automation House
Hall 17, B21
- 27 Holland Energy House
Hall 27, G24
- 27 Holland e-Mobility House
Hall 27, E41

