

# Netherlands Economic Mission to Boston

16 - 19 July 2019



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# Foreword



Parallel economic interests and shared challenges have been the foundation of the long-standing and strong partnership between the United States and the Netherlands. These common features make this mission the perfect occasion to intensify our relations, particularly in Boston. As one of the world's most important knowledge centers, this city is home to many leading and influential businesses, academic networks and investment firms.

In this light, there is significant potential for Dutch institutions and companies to forge new partnerships and boost investment.

I am proud of this diverse delegation, made up of ambitious companies and research institutions specializing in life sciences and health, robotics and AI, and climate resilience. Under the guidance of Minister for Medical Care and Sport Bruno Bruins, Special Envoy for International Water Affairs Henk Ovink, and President of the Confederation of Netherlands Industry and Employers Hans de Boer, we will together showcase our ability to find pioneering, inclusive solutions to global challenges.

Both Boston and the Netherlands have innovative mindsets, high concentrations of talent and productive startup ecosystems, making us natural partners. The Netherlands' first-class medical infrastructure and Boston's world-renowned institutions like the Broad Institute offer many opportunities to join forces in providing accessible and affordable healthcare. Dutch AI and robotics entrepreneurs are keen to learn from Massachusetts as a global frontrunner in smart industry. Lastly, the Netherlands is ready to share its expertise on climate resilience to mitigate the impact of rising sea levels in Massachusetts and beyond.

This mission will enable us not only to bring knowledge to Boston but also to gather knowledge and build on shared experiences. It will foster an inspiring exchange of visions and expertise, which will boost trade and investment, reinforce our transatlantic ties and nurture solutions for the benefit of many others throughout the world.

I wish you all the best this week, and I look forward to hearing about your experiences.

**Mark Rutte**  
Prime Minister of the Netherlands

# Foreword



It is my honour and great pleasure to be the leader of the business delegation that accompanies the visit of the Prime Minister of The Netherlands, Mark Rutte and Minister for Medical Care and Sports, Bruno Bruins.

The US and Europe are each other's most important markets. The Transatlantic economy generates one of the wealthiest markets in the world. No two other regions in the world are as deeply integrated as the US and Europe. Thriving together makes a thriving business.

The US is the largest (no 1) investor in the Netherlands (937 billion USD). And the Netherlands is the 5<sup>th</sup> investor in the US (367 billion USD). The US is an important export market for the Netherlands (no 5) and the Netherlands is the 8<sup>th</sup> export market for US.

Our societies are currently confronted with global challenges such as climate change, urbanization, food security and digitalization to name only a few. I believe that good cooperation between our countries can contribute to new, innovative and sustainable solutions.

It seems therefore appropriate that such a large and varied delegation of companies is eager to explore the possibilities in many diverse sectors.

The Life Science and Health sector is well represented on this mission. Visiting Boston, as one of the capitals in the world for research and innovation in this field, has considerable potential for the Dutch expertise in the field of digital innovations and solutions.

The Netherlands is a world leader in the sector of water management and resilience. We have to be, as we live below sea level. Our knowledge and expertise in this field are well known. Climate change and the inevitable sea-level rise forces the state of Massachusetts and the City of Boston to invest and prepare themselves. We are happy to be involved and to cooperate.

The close connection between Artificial Intelligence and Robotics gives new innovations and product- market combinations. It gives us new potential to join the American market and to make new business partners.

I am convinced that economic relations between our countries have a promising future. I encourage businesses of our countries to seek for opportunities to strengthen our relationship and I am sure that this mission will be of great added value to that process.

Good luck!

**Hans de Boer**  
President Confederation of Netherlands Industry and Employers VNO-NCW

# The Netherlands



## The Netherlands



### Locations

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

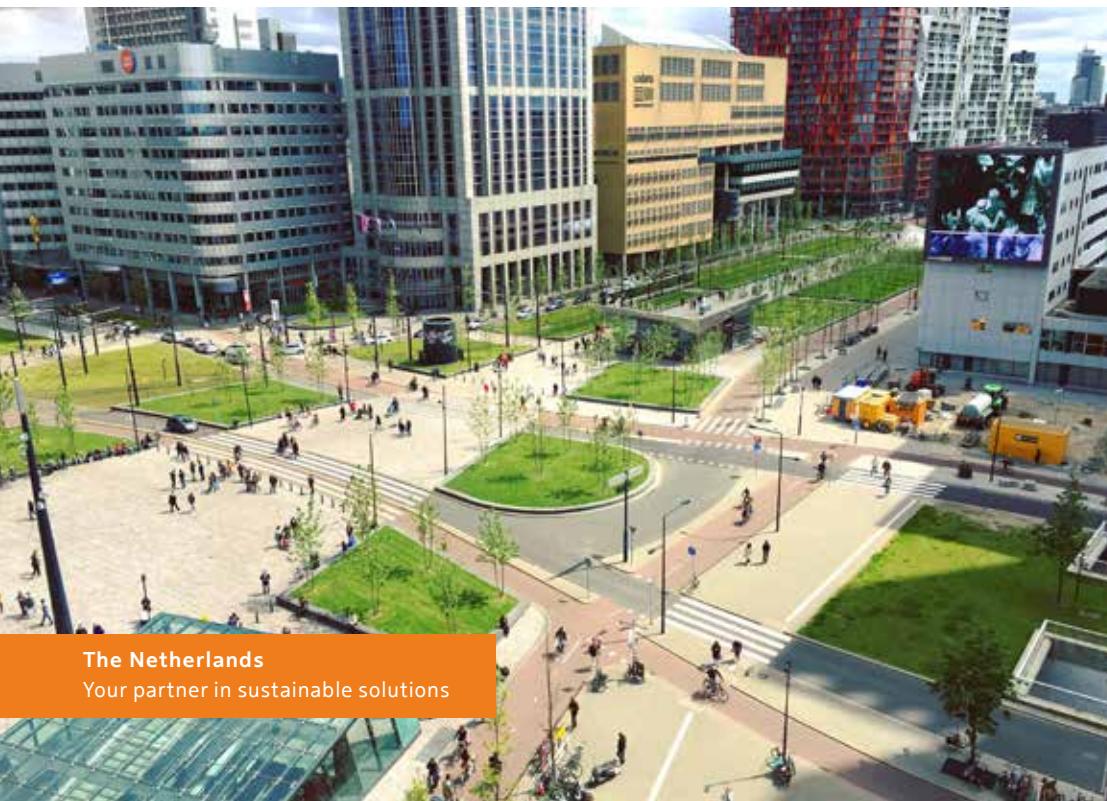
# Introducing the Netherlands

Creating resilient and sustainable solutions for local challenges

## How do the Dutch make a difference?

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

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



**The Netherlands**

Your partner in sustainable solutions

## Worldwide ranking

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

## Facts & Figures

- **Official name** Kingdom of the Netherlands
- **Form of government** Constitutional monarchy, parliamentary democracy
- **Head of State** His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- **Capital** Amsterdam
- **Seat of government** The Hague
- **Administrative structure** Twelve provinces and the overseas territories of Aruba and Curaçao and St. Martin. The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean, are 'special municipalities of the Netherlands'
- **Surface area** 33.800 km<sup>2</sup>
- **Location** Western Europe, by the North Sea, bordering Belgium and Germany
- **Number of inhabitants** 17.2 million (July 2018)
- **Number of inhabitants per km<sup>2</sup>** 509 (July 2018)
- **Currency** Euro
- **Languages** Dutch and Frisian (On the overseas islands also English and Papiaments)
- **GDP per capita** 42.926 euros (FocusEconomics, 2017)
- **33% of Dutch GDP** is derived internationally
- **1.3 bicycles** for each person in the Netherlands
- **Unemployment rate** 5,4% (average 2007-2018)
- **Moderate inflation** 1,6% (average 2007-2018)
- **90% of all Dutch people** speak English

Sources: The Netherlands Compared, CBS, DNB, World Bank, IMF, OECD, WTO, UNCTAD, EIU, IMD Business School

# Company Profiles



## Life Sciences & Health



## ADHD City



**Iryna Savenko**  
CEO, Psychiatrist

ADHD City is a (start-up) center in Groningen for evidence-based diagnostics and treatment of ADHD diagnosis. When people have ADHD, they have concentration problems, sleep disorders, unfinished studies, lost jobs and broken relationships. They live shorter. ADHD City is the place where they can be equipped with new features and new hope. We bring the developments within the field of Life Science & Health to them as support to reach their Life Goals.

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## Alnylam Pharmaceuticals



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**Julien Patris**  
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### Translating Revolutionary Science into Breakthrough Medical Innovation for Patients

Alnylam is leading the translation of RNA interference (RNAi) into a whole new class of innovative medicines with the potential to transform the lives of patients who have limited or inadequate treatment options. Based on Nobel Prize-winning science, RNAi therapeutics represent a powerful, clinically validated approach for the treatment of a wide range of debilitating diseases with high unmet medical need. Alnylam was founded in 2002 on a bold vision to turn scientific possibility into reality, which is now marked by its robust discovery platform and deep pipeline of investigational medicines.

### Leading the RNAi Revolution

Many serious and life-threatening diseases are caused by disease-causing proteins. RNA interference (RNAi) is a natural cellular process of gene silencing that represents one of the most promising and rapidly advancing frontiers in biology and drug development today. While traditional drugs focus on stopping the effects of disease-causing proteins, RNAi therapeutics target the root causes of the disease by “turning off” harmful proteins at their source. This is a revolutionary approach with the potential to transform the care of patients with genetic and other diseases.

### Alnylam in The Netherlands

Alnylam announced last year an expansion of its operations in The Netherlands, with the formal opening of its offices in Amsterdam. As Alnylam is moving from a research entity to a commercial enterprise, we are investing heavily in establishing a logistics infrastructure that can serve the needs of patients in Europe – which is the role of our Amsterdam entity. The Netherlands is a hub for a series of European activities, with major investments in our operational structure, distribution and certain functions such as finance and regulatory affairs. The Netherlands is also home to several clinical trial sites covering Alnylam’s late stage assets. We have more than 20 full time jobs today, as well as a series of partnerships with local businesses.



## Amarna Therapeutics



**Ben van Leent**  
Chief Executive Officer



**Peter de Haan**  
Chief Scientific Officer

### Amarna Therapeutics

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Amarna Therapeutics is a privately held biotechnology company based in Leiden, the Netherlands that developed the SVac viral gene delivery vector platform, the key to the success of the next stage gene and immunotherapies to treat today's major diseases including genetic disorders and degenerative diseases such as atherosclerotic cardiovascular disease (ACD), obesity/diabetes mellitus, neurodegenerative and psychiatric disease (NPDs), arthritis, chronic obstructive pulmonary disease (COPD). SVac is safe, efficient, non-immunogenic in humans and thus overcomes the immunogenicity limitations of the current gene delivery vectors such as AAV used by our competitors.

Amarna currently focuses on the development of gene therapies for primary hyperoxaluria type 1 (PH1) and age-related macular degeneration (AMD) and of Tolerance Induction Therapies for diabetes mellitus type 1 (DM1) and rheumatoid arthritis (RA). We are interested in partnering with investing parties from the USA to ensure that SVac-based therapeutics for individual diseases are commercialized as soon as possible.



**Marika Murto**  
General Manager



**Jannie van den Broek**  
Director Value, Access & Policy

### Amgen

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## Amgen

Amgen is one of the world's leading biotechnology companies, developing a pipeline of medicines with breakaway potential. With a presence in approximately 100 countries and around 21,000 employees, we served millions of patients worldwide.

Our activities in the Netherlands include an European distribution center and a marketing, sales and R&D organization ensuring the availability of our products to Dutch patients. Amgen selected the Netherlands because of the favorable labor climate, its excellent infrastructure and the proximity of major international carriers. We are committed to a new system of outcome based healthcare in which all parties are paid for the outcome of the total treatment.

### Product and Services:

- Innovative biotech medicines
- Value solutions; advice to optimize care pathways and support on the development and implementation of outcome sets
- (Home) care programs
- Innovative health concepts such as patient apps and eHealth solutions

### Unique Selling points:

- Public-private partnerships with 8 hospitals and over 20 outcome-based projects
- Experience and expertise to develop and implement outcome sets
- Successful projects on more efficient and patient-friendly care pathways
- We have a very experienced team consisting of greenbelt VHBC specialist, 3 healthcare consultants and a real-world data manager
- Broad network on outcome based healthcare including Linnean (advisory group of Ministry of Health), ICHOM and Value Agenda NL

Looking for connections with Dutch Ministry of Health and other parties committed to outcome based healthcare to share lessons learned and develop ways to move forward.



**Mark Kramer**  
 Member of the Executive Board



**Marc Koster**  
 Director of Strategy & Innovation



**Mat Daemen**  
 Vice Dean Research



**Edwin Schuchmann**  
 Chief Information Officer

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## Amsterdam University Medical Center

Amsterdam University Medical Center (UMC) is the largest academic medical center in The Netherlands. In its two locations VUmc and AMC, over 14,000 people work to provide integrated patient care, fundamental and clinical scientific research, and teaching. The hospital houses all the medical specializations that are recognized in the Netherlands. It also provides outstanding patient services of all kinds, including a high percentage of high quality referral care.

Together with their VUmc colleagues, the AMC collaborates in eight research institutes. These institutes bring together opinion leading academic research in the field of Health & Life Sciences developed in the Amsterdam Region:

- Amsterdam Neuroscience
- Amsterdam Gastroenterology & Metabolism
- Cancer Center Amsterdam
- Amsterdam Reproduction & Development
- Amsterdam Infection & Immunity
- Amsterdam Public Health
- Amsterdam Cardiovascular Sciences
- Amsterdam Movement Sciences.

Many of the departments and research groups at Amsterdam UMC work closely with leading foreign institutions, for example, Oxford and Harvard and the Karolinska University Hospital in Sweden.

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**Suzan Slijpen**  
 Senior Consultant

## Artificial Intelligence & the Law

**Artificiële Intelligentie & Recht: AI and the Law**  
 AIRecht is a legal consultancy firm with a focus on 4th industrial revolution technology. Our tech savvy lawyers anticipate on buzzing science such as AI, smart robotics, quantum computing and big data. Our mission is to remove obstacles to trade, production and investment in robust, social and reliable AI and to maximize intellectual property on AI input and output in an ethically responsible manner.

### Industries: Food, eHealth and Entertainment

We consult and represent our clients in the niche field of European Food Law, health claims, food labelling and food safety at a national and international level. These services cover issues such as quality standards and traceability requirements, GMO's & biotechnology laws and market entry of novel foods.

In the area of Pharmaceutical Law, we offer services regarding Good Manufacturing Practices, medicine packaging and medical device permit requirements, product safety & liability and medical software licenses.

### Unique Selling Points

We offer proactive lawyering services such as:

- AI Impact Assessment on Trustworthy AI development & implementation
- International business contract drafting and screening
- Fair, trusted data ecosystem strategy & GDPR privacy requirements
- Commodification of IoT devices
- Intellectual property strategy, copyrights & related rights, NDA, trade secrets, ownership of data, patents, clearance of training corpora, sharing and open source licenses.

We are (inter alia) interested in working with companies who develop AI-systems in Digital Healthcare (wearables, health apps, home robots, VR), Food-Feed-Agri (personalized nutrition apps, traceability, GMP) and Entertainment (online platforms).



## Bluebird bio Netherlands



**Daan Kranenburg**  
General Manager Expansion  
Markets

Bluebird bio is a specialist gene therapy company. We are developing treatments for severe, genetic rare diseases and cancer. Our goal is to help people facing potentially fatal conditions with limited treatment options to live their lives fully. We are putting our expertise to work across a spectrum of disorders by researching cerebral adrenoleukodystrophy, sickle cell disease, transfusion-dependent β-thalassaemia and multiple myeloma using three gene therapy technologies: gene addition, cell therapy and (megaTAL-enabled) gene editing. Beyond our labs, we are working to positively disrupt the global healthcare system to create access, transparency and education so that gene therapy can become available to all those who can benefit.

Headquartered in Cambridge, USA, and with a regional headquarters in Zug, Switzerland, we have an expanding presence in Europe including offices in France, Germany, Italy, the UK and the Netherlands.

In June 2019, we received our first product approval, when the European Commission granted conditional marketing authorisation for our therapy for the treatment of a subset of people with transfusion-dependent β-thalassaemia (TDT), a severe genetic blood disorder. This is valid in all 28 EU member state including Iceland, Liechtenstein and Norway.

By participating in the Dutch Economic Mission we are keen to engage with leading life sciences and health teams in the institutes and institutions across the private and public sectors.

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## BPRA



**Marcel Gerritsen**  
General Manager and Business  
Owner

BPRA is a lobby-agency set up in 1996. Our clients are all in Healthcare: Patients; Hospitals; medical professionals; Industry and organisations. Main focus of BPRA is to get parties at the table to discuss the great challenges of our time and to agree on possible outcomes. To realise that we organise Businessdinners; roundtables; working visits and recently we set up the First Dutch All Parties Parliamentarians Group for Orphan diseases. All relevant parties in Healthcare will join us on the First meeting in October this year.

The past years we organised working visits with mp's; Ministers and senior Governmental advisors to Boston; Atlanta; Washington; San Diego and San Francisco. All with the intention to bring parties together and address problems.

5 Lobbyists are working at the BPRA office, all specialists in healthcare and getting rid of obstructions.

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## Careanimations



**Jesper Spoelder**  
Director International Development

Careanimations produces animated videos for patients and consumers. We are translating health and healthcare related subjects into easy-to-access and easy-to-understand information. We use state-of-the-art technology, a recognizable video format and a simple, uniform language.

Our flagship product is Watchyourmeds, a library of – currently – over 6.500 animated videos in which the most important information of the package leaflet (i.e. patient information leaflet) is explained in easy-to-understand spoken language. Accessibility and understandability have been tested and tailored to suit all population groups including people with low (health) literacy. Watchyourmeds is provided in multiple languages and comes in an interactive video format.

Watchyourmeds is distributed (semi-)automatically by care providers in order to maximally reach and motivate the patient to watch the video(s). In this way Watchyourmeds supports knowledge, understanding, motivation and finally better use of his medicines. In The Netherlands, Watchyourmeds is adopted by the Ministry of Health, financed by health insurers and distributed by >80% of all pharmacies.

Currently, we are expanding our platform to include animated videos regarding instructions of use, disease information, lab-test information, and compliance tools.

### Careanimations

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**Gerard Schouw**  
Director

## Dutch Association Innovative Medicines

The Dutch Association Innovative Medicines is a branch organization that represents the interests of 44 innovative pharmaceutical companies and is strongly focused on biotechnological medicines.

### The principle tasks are:

- advocacy (influencing of measures taken by government and other parties which impact on the sector);
- service (in the form of providing advice);
- information (about important societal trends and how to respond to them).

In addition, an important task is the balancing of public opinion of the sector with reality, resulting from changes that have occurred in recent years.

The association promotes its members' interests in pharmaceutical research and the pharmaceutical industry. It follows government policy closely, responds actively to relevant plans, measures and decisions, and contributes to the social debate about the added value of innovative pharmaceutical products. The association consults with care insurers, prescribers, care authorities, politicians and government, and advocates policy that encourages investments, new technologies and innovation. The association translates laws and regulations into practice, assists in legal issues and provides information and advice.

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## Elsevier



**Mathew Williams**

Commercial VP - Physician portfolio

Elsevier is a global information analytics business that helps scientists and clinicians to find new answers, reshape human knowledge, and tackle the most urgent human crises. For 140 years, we have partnered with the research world to curate and verify scientific knowledge. Today, we're committed to bringing that rigor to a new generation of platforms. Elsevier provides digital solutions and tools in the areas of strategic research management, R&D performance, clinical decision support, and professional education; including ScienceDirect, Scopus, SciVal, ClinicalKey and Sherpath. Elsevier publishes over 2,500 digitized journals, including The Lancet and Cell, 39,000 e-book titles and many iconic reference works, including Gray's Anatomy.

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**David Voetelink**

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## Erasmus Medical Center

Erasmus MC is a state of the art university medical center situated in the city center of Rotterdam. The institute combines medical, clinical-technical, nursing and post-graduate schools, biomedical research facilities, a tertiary care and teaching hospital. All these facilities are on the same campus. The nearness of research, education and patient care provides synergy for all our core tasks and improves valorization. The new hospital building (opened May 2018) is built with new insights on patient care such as a healthy environment, shared decision making and gathering multidisciplinary expertise around the patient. Furthermore, it is built from a sustainable point of view.

The institute has 3.700 (bio) medical students, over 15.000 employees and an annual budget of approximately 1.8 billion euro. It is the largest university medical center in the Netherlands. Institutes such as Thomson Reuters and Times Higher Education consistently rank Erasmus MC among the top university medical centers in Europe and worldwide. The institute aims to further expand its international activities in the coming years, both in terms of patient care, and education, while already being strongly internationally oriented in research.

The strategy of Erasmus MC in the forthcoming years is to expand on tertiary and emergency care, by creating a network and partnerships with other health care providers, while at the same time push the already existing collaborations with TU Delft, one of the most prominent technical universities, into a convergence approach. Convergence of the two institutes will give rise to innovative contributions to better health and quality of life for people, as well as accessible and better healthcare.



## Evidencio



**Rob Mentink**  
CEO / Founder



**Rick Pleijhuis**  
Chief Medical Officer (CMO) /  
Founder

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Evidencio is a cloud-based platform for creating, sharing, validating, and integrating medical prediction models in a standardized and scalable manner. Evidencio bridges the current gap between scientific research and the actual application of patient-tailored prediction and decision support tools in clinical practice.

Prediction models hosted on Evidencio range from simple calculators to sophisticated AI & ML-algorithms to estimate response to treatment, prognosis, probability of adverse outcomes, etcetera. To date, the online library contains ± 1400 prediction models that are used on a daily basis by healthcare professionals around the world. In addition, an ever-growing supportive online community contributes to the platform by sharing their own prediction models and external validation results.

The Evidencio API allows for standards-based (e.g. HL7 FHIR, CDS Hooks, Snomed CT) interoperability and integration of our validated content in EHR's, third party apps, digital protocols, and point of care systems.

The Evidencio platform hosts single prediction models, composite models, and dynamic clinical protocols with integrated predictive tools. Evidencio's automated model validation tools enable fast evaluation of local performance of prediction models in terms of calibration, discrimination, and generalizability using own (hospital/research/outcome) data.

Evidencio is looking for US-based sales & implementation partners to facilitate customer acquisition and implementation of Evidencio's evidence based & patient-tailored medical prediction & decision support services in US hospital systems and third party software.



**Marieke van de Putte**  
Director Risk Advisory – Life  
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**Frank van de Manakker**  
Client executive – Life Sciences &  
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## EY

As a global professional services leader, EY's Global Life Sciences Community brings together a worldwide network – more than 17,000 sector-focused advisory, assurance, tax, legal, and transaction professionals – to anticipate trends, identify their implications and develop points of view on responding to critical issues. EY works with market leading pharma, medtech, biotech and health industries, as well as life sciences scale-ups, startups, local life sciences clusters, care providers, insurers, and other key stakeholders in the health ecosystem. We help our clients in navigating their way forward and achieve sustainable successes in the new health-outcomes-driven ecosystem.

For our latest insights, please visit [ey.com/lifesciences](http://ey.com/lifesciences)

### EY differentiators:

- Leveraging local expertise by global connections: 260,000 people operating across four service lines, in 150+ countries and over 700 offices worldwide.
- Leveraging in-depth life sciences market knowledge, an extensive external network of key life sciences & health stakeholders, and cultivating and demonstrating a deep understanding of the environments in which our clients operate, including the forces and challenges that shape their businesses.
- Ability to assemble the right multidisciplinary teams, share leading practices, and address specific client needs, whatever worldwide location they are active in.
- Industry-recognized events, thought leadership, and insight documents in Life Sciences & Health including relocation and investment attractiveness barometers.
- Exceptional client service by proactively, visibly and timely sharing our knowledge, perspectives and experience – this is our mindset and culture

Looking for companies, institutions and organizations that consider expanding their activities to Europe and the Netherlands.



## Frenetti



**Freda Vasse**  
Founder & CEO

Frenetti, founded in 2013, is a Performance Management IT company with a new methodology to handle problems and challenges in health care and education. A disruptive approach to manage nursing capital and other health care professionals. Leading in organizational transitions in hospitals, nursing homes, home care, rehabilitation and mental health care organizations.

### Problems and challenges

An increase in the demand of care due to the aging population, the increase in the complexity of care and a shortage of - skilled and qualified - health care professionals. The following topics are a global challenge: patient outcome and safety, patient satisfaction, burn-out, sick leave or early leave of professionals, recruitment, permanent education, talent and qualification management, mobility, staffing mix and capacity planning.

### A new methodology

Frenetti provides related to these problems and challenges an online Measurement, Learning and Optimization XaaS platform as an intelligent positioning system for navigation, planning and following a route based on real time (large) data-sets. This involves the deploy of the sophisticated scientific validated assessments about professionalism from beginner to expert level, complexity of care classification and the workplace-learning climate. The generated connected data provides in dashboards, being: descriptive, prescriptive, conditional, predictive, preventive in order to take targeted action.

### Track record

Frenetti delivers to customers since 2015. Over the first four years' time - 2015-2019 - 31% of the Dutch hospitals (groups) and other previously mentioned organizations are using the new methodology. The impact is organization wide and affect educational institutes, accreditation, inspection of health care, health insurers purchasing, etc. In 2014 a scientific advisory board is set up because of the national and international perspective of the professionalism performance assessment in nursing as a gold standard.

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**Harry Meijer**  
Director Healthcare Consulting |  
EMEA Consulting

## Gartner

Gartner is the world's leading information technology research and advisory company. We deliver the technology-related insight necessary for clients in 15,600+ distinct client enterprises in more than 100 countries to make the right decisions, every day. Seventy-Three percent of the Global 500 support their key technology decisions with our independent advice, provided through research, consulting and conferences. Gartner joined the S&P 500 in April 2017. Founded in 1979 and headquartered in Stamford, Connecticut, USA, Gartner has 15,000+ associates.

### Clients utilize Gartner in the following ways:

#### Learn from Research

Clients have access to 154,000 research documents across 1,372 topics covering virtually every aspect of IT.

#### Talk to an Expert

Clients get specific, actionable advice on their key projects, opportunities and challenges by talking to our 2,000+ experts who leverage proprietary data to deliver strategic advice in more than 300,000 one-to-one client interactions per year.

#### Network with Peers

Gartner offers a wide range of peer networking opportunities, including Gartner events, membership programs and Gartner Peer Connect, an exclusive online client community of 85,000+ finance, HR, IT and supply chain members including 700 live events for high-level peer collaboration.

#### Attend Conferences

Gartner is the world's leading IT conference provider. Attendees benefit from content-rich sessions led by Gartner analysts, cutting-edge technology showcases, peer networking, one-on-one meetings with analysts, consulting diagnostic workshops, keynotes by technology's top leaders and more.

#### Initiate an Engagement

Our 675 consultants provide on-site, day-to-day support, fulfilling 2,500+ engagements each year (including benchmarking) and provide proven contract optimization advice.



## HollandBIO



**Annemiek Verkamman**  
Managing Director

HollandBIO is the Dutch biotech industry organization. Our mission is to maximize the contribution of biotechnology to our society's health and sustainability. To this aim, we support biotech frontrunners to thrive in a competitive and global market. At HollandBIO, we feel that standing still is going backwards. That's why we join our innovative members in their fight to challenge the status quo that prevents them from realizing their goals. HollandBIO is an active, privately funded, and rapidly growing association. Our members reflect the biotech sector: from start-ups and SMEs to large companies, active in healthcare, agri-food or biobased economy.

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## Hygienius Healthcare



**Ilja Bobbert**  
CEO

Hygienius Healthcare develops and markets patented, single use, in-bed toileting solutions for bedridden patients. Its mission is to "Humanise Infection Prevention", whilst at the same time empowering medical professionals to optimize their valuable time. By lowering infection risks and improving the patient experience, and dignity, the always-clean system, enables patients to recover and return to home more quickly.

Hygienius has developed and patented an ergonomic and biodegradable single use system, that increases patient safety, self-reliance and dignity together with improved staff safety and satisfaction. Our most ground-breaking innovation Poppa® offers significant benefits to US healthcare markets:

- Better supply chain - around 90% less space creates savings at transport, storage, retail outlets & landfill disposal.
- Better ecological foot print - biodegraded in 90 days vs 30 years for plastics.
- Our paper board material is engineered to replace the burden associated with single-use plastics and PE-laminated disposables.

We sell to acute care, rehab, long term care and through medical retail channels for home care. Our company consists of experienced infection control specialists, entrepreneurs and former venture capitalists. Part of the R&D is located in the UK.

We are interested in entering the US market with our products where the disposable market consists largely of hollow plastic items, with substantial footprint in storage and logistics (ca. 200,000 disposable items used per day) and serious negative environmental consequences.

We look for distribution partners in the USA with nation-wide or strong regional coverage in the healthcare sector.

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## iClusion



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### iClusion: Saving Precious Time by Bringing Clinical Trials to Patients

“All Patients Access to All Clinical Trials”, that’s iClusion’s mission.

Today only 5% of cancer-patients participate in clinical trials, though more than 80% would want to. Today 86% of trials cannot reach their recruitment targets within the timeframe planned.

Why? Because the current clinical trial system is broken. Heavy administrative burden, inefficient processes and old-fashioned logistics delay the start-up of clinical trials and hamper identification and participation of patients.

iClusion fixes this broken clinical trial system through TrialEye, its innovative online trial infrastructure for study start up and patient recruitment.

The operational effectiveness, using standardized & harmonized documents and automated & online procedures, allow an entire study-site-network to initiate a clinical trial in only a few weeks instead of months. All relevant patients in all connected sites can be matched with- and offered to participate in an ongoing trial as additional treatment option. The informed consent procedure and patient-inclusion are also done online. This all saves precious time for study sponsor, study sites & patients.

The iClusion infrastructure and its services for study start-up provide a perfect eco-system for biotech-companies to come into the EU and speed up their development program. iClusion’s services are currently rolled out in the Netherlands and Belgium and within the next months also in Scandinavia.

We are looking forward to talk to interested study-sponsors in the US/Boston to discuss their needs and our solutions.

For more information & explanation videos please visit:  
[www.iClusion.com](http://www.iClusion.com)



**Valery Lemmens**  
Head of Research and Development



**Aiko de Raaf**  
Head of Strategy and Business Development



**Jurrian van der Werf**  
Product Manager Knowledge Services

### IKNL, Stichting Integraal Kankercentrum Nederland

## IKNL, Stichting Integraal Kankercentrum Nederland

The Netherlands Comprehensive Cancer Organization (IKNL) is the quality institute for oncological and palliative research and practice. IKNL collaborates with healthcare professionals and managers and patients on the continuous improvement of oncological and palliative care.

IKNL’s main instrument to achieve that mission is the Netherlands Cancer Registry (NCR), a database dating back to 1989, containing the diagnosis, treatment and outcomes of 2.3 million cancer patients.

IKNL collects, standardizes and analyzes NCR data and reports on new insights gained from the NCR.

In addition, IKNL works together with physicians, patients and other partners on collecting and disseminating our data and knowledge in innovative ways, bringing data and knowledge faster to the point of care.

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## IME Medical Electrosinning



**Judith Heikoop**  
Managing Director

IME Medical Electrosinning is a leading player in the field of developing and implementing electrospinning processes and equipment for the manufacturing of medical devices for (regenerative) medicine. IME's technology will enable a transformation in the Medical Device Industry by facilitating the development of scalable and reproducible nanometer and micrometer fibre-based scaffolds.

Electrospinning is a flexible process for producing extremely thin fibers and structures that have excellent properties to help regenerate human tissue. IME Medical Electrosinning has developed a unique set of innovations in electrospinning technology for the reproducible and scalable production of electrospun material under tightly controlled conditions required for the MedTech market. The Medical Electrosinning technology enables the industry to (co)develop medical devices that support the human body to auto-repair tissue of for instance skin, blood vessels, nerves, tendons, heart valves and bone. Furthermore, IME's technology can be used for controlled and local drug release.

IME's technological solutions are able to mimic the natural human extracellular matrix for implants in the human body in nanometer and micrometer format. Human cells interact with these structures (scaffolds) and medical products can be developed that lead to regeneration and the formation of new natural body tissue. This is in contrast to implants of traditional structures, which often are seen as foreign and therefore can lead to scar tissue or rejection phenomena.

IME is looking for interaction with the leading scientific/medical institutions in the US, as well as with MedTech companies involved in the development of fibre-based medical devices and pharma products.

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## Invest in Holland

The Netherlands is the best location for building your Life Sciences & Health (LSH) business. A pro-business climate, multilingual workforce and superior infrastructure are just some of the many other advantages of doing business in the Netherlands. Moreover, the relocation of the European Medicines Agency (EMA) to the Netherlands will positively impact the LSH sector.

The Invest in Holland Network is a collaborative team of the Netherlands Foreign Investment Agency, regional economic development agencies and several large cities.

In order to further strengthen our LSH sector, Invest in Holland decided to set up a dedicated team to attract investments and to support businesses already located in The Netherlands.

Free, confidential services offered by the Invest in Holland team: Organizing fact-finding missions; arranging meetings with relevant partners; and providing personalized guidance and counsel on labor, government and permit procedures, location options and business solutions.

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## Janssen Pharmaceutical Companies of Johnson & Johnson



**Bart van Zijl Langhout**

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**Paul Korte**

Director Governmental and  
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Janssen Pharmaceutical Companies of Johnson & Johnson operates in more than 60 countries with over 40.000 employees, including more than 10.000 scientists and researchers.

At the Janssen Pharmaceutical Companies of Johnson & Johnson, we are working to create a world without disease. Transforming lives by finding new and better ways to prevent, intercept, treat and cure disease inspires us. We bring together the best minds and pursue the most promising science. Innovation at Johnson & Johnson is about creating strong networks of people who can combine resources, ideas and technologies in a new way. We have set up a system that allows us to tap into science wherever it happens, be it in academia or in start-ups. This is an essential component of our scientific strategy.

Janssen researches and develops treatments and preventive solutions for some of the most devastating disorders and complex medical challenges of our times. We focus on six therapeutic areas:

- Oncology
- Immunology
- Infectious diseases & vaccines
- Neurosciences
- Cardiovascular diseases and metabolic disorders
- Pulmonary hypertension

In the Netherlands we have activities along the entire value chain, from prevention and R&D to production and market access of medicines. We aim to be a valuable partner in the healthcare system.

Learn more at [www.janssen.com/nederland](http://www.janssen.com/nederland)  
Follow us at Twitter: [@Janssen\\_Ned](https://twitter.com/Janssen_Ned) | Facebook: [Janssen Nederland](https://www.facebook.com/JanssenNederland) | LinkedIn: [Janssen Nederland](https://www.linkedin.com/company/janssen-nederland/)



**Gwen van Overbeke**

Senior Business Park Manager

The Leiden Bio Science Park (LBSP) is the largest and most mature Life Sciences & Health cluster in the Netherlands.

It consists of more than 215 organizations and combines innovative companies with excellent academic research and state-of-the-art (training) facilities. There is a wide range of companies, varying from start-ups and scale-ups to large pharmaceutical companies. The LBSP offers biopharmaceutical education at all levels, from academic education to vocational lab training. More than 19,000 people work at this high-quality campus with numerous facilities and options for support and collaboration. The LBSP is a vibrant cluster with a variety of networking and partnering events.

New facilities are built to accommodate the high demand for laboratory and office space.

Main focus areas are personalized medicine, drug discovery & development and oncology.

### Leiden Bio Science Park

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## LeQuest



**Hicham Shatou**  
Founder & CEO

LeQuest is a leading edutech company that develops web-based simulation trainings to train and certify healthcare professionals for the use of medical technology.

The simulation trainings of LeQuest contain a full representation of the actual device and simulates its behaviour in daily procedures. LeQuest unlocks the potential of medical technology for healthcare professionals and their patients, and offers a continuous education solution for healthcare institutions. LeQuest has an end to end solution, taking care of the whole development, training and certification process of healthcare professionals. Its recent growth has led to collaboration with the top medical equipment manufacturers next to a broad range of hospitals. LeQuest is active in 15 countries and has a growing team of 50 employees.

**We are looking to connect with:**

- Department heads of hospitals (OR, ICU)
- Head of Nursing staff
- Medical Technology responsible
- Medical Technology manufacturers

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## MercachemSyncom



**Bart DeCorte**  
VP Business Development

Drug discovery organizations large and small increasingly rely on external partnerships to achieve their R&D objectives. The choice of the right partner is paramount to achieving those goals.

With over 300 employees, MercachemSyncom has a proven track record of supporting biotech and large pharmaceutical companies in their discovery and drug development needs. Mercachem offers a range of services in the following areas:

**Synthetic chemistry:**

Macrocycles, peptidomimetics, natural products, linkers for antibody drug conjugates and PROTACs, reference compounds, metabolites, etc.

**Medicinal chemistry:**

- drug design in a broad range of target classes: kinases, protein-protein interactions, epigenetics, GPCRs, proteases, fragment-based drug design,
- fragment based drug design and DNA-encoded libraries
- hit generation services

**Parallel chemistry:**

Hit confirmation and hit-to-lead libraries, target family biased libraries.

**Process research:**

Route scouting, catalyst screening, scale-up activities including GMP production of APIs in support of clinical trials.

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**Ton Logtenberg**  
President & CEO

## Merus

Merus (NASDAQ: MRUS) is a publicly traded, clinical stage bispecific antibody platform company developing innovative full length human bispecific antibody therapeutics. Founded in 2003, Merus is a pioneer of bispecific antibodies and a thought leader in next generation capabilities for multi-specific antibodies, such as Triclonics®. The company currently employs over 100 biotech professionals with offices in both Utrecht, Netherlands and Cambridge, MA USA. Merus seeks to develop first of best-in-class therapeutics in the antibody space.

Merus' signature Biclonics®, which are based on the full-length IgG format, are manufactured using industry standard processes and have been observed in preclinical and clinical studies to have several of the same features of conventional human monoclonal antibodies, such as long half-life and low immunogenicity. With Biclonics®, Merus can utilize unique mechanisms of actions and novel targets/target combinations. Candidates are derived from a sophisticated functional screening process for a given target combination and disease area.

Merus currently has four clinical programs in development addressing various forms of cancer, each program with unique attributes and mechanisms of action. The company's current clinical programs are derived from the Biclonics® platform, and are selected from up to thousands of candidates using functional assays to select for specific characteristics.

### Merus

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**Freek Beekman**  
Founder & CEO/CSO

## MILabs

MILabs (Molecular Imaging Labs, 40 employees) develops high performance imaging instruments to enable researchers around the globe to make new discoveries through synergistic, data-rich images of organs and tissues in action. Today each module by itself generates unique data beyond the capabilities of any other stand-alone system in the market.

### Products and services offered

MILabs' offers stand alone and integrated SPECT, PET, CT and Optical imaging systems for imaging small animals. Besides that the company develops a revolutionary clinical SPECT system (World Molecular Imaging Society Innovation of the Year) that is also suitable for imaging large animals. We deliver to leading universities, CRO's and pharmaceutical companies to contribute to the development of new diagnostic solutions and therapies for arthritis, diabetes, cancer, cardiac and neurodegenerative diseases.

### Unique selling points

- Preclinical: best resolution (SPECT: 0.1 mm, PET: 0.5 mm) with unique multi-probe and real time radionuclide therapy imaging capabilities, as well as quantitative optical tomography, and the best in vivo X-ray CT
- Clinical: G-SPECT, 10 fold better resolution and speed than traditional SPECT, huge tracer cost and dose reduction

### Commercial contacts wanted

- Pharmaceutical companies, CRO's and universities who like to purchase our preclinical equipment.
- Partners and investors to bring our award winning clinical SPECT technology to the market.

### MILabs

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## MoreApp



**Thom Bokelaar**  
CEO

Companies and Organisations use MoreApp for the digital transformation into the new Connection Economy. Optimise data processing with the Easy-to-use Form Builder and secure Mobile Application. MoreApp is funded in 2013 and growing rapidly. Within 6 years the application is used by thousands of companies in more than 140 countries. Hospitals and Pharmaceutical companies use MoreApp for Patient Registration, Clinical Trials, Work Registration, Quality Control and other data processing.

### Products and Services

- Online Form Builder and Work-flow management
- Mobile application for data processing and capturing structured information in the work field

### Unique selling points

- Highest level of Information and Data Security based on ISO 27001
- Pay-per-use
- Easy-to-use
- White labelling
- Private Cloud

### Looking for

- Hospitals and Pharmaceutical companies
- Collaboration with business partners
- Investors

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May 22nd, 2016, the two founders of Neurocast won Europe's largest hackathon against Multiple Sclerosis out of 25 international teams. Today the Neurokeys App is available in the app store.

Neurokeys is a 24/7 digital biomarker for measuring patients' fatigue, generating enormous amounts of data in a Real-World setting. It is an easy to install App for smartphones, that replaces the standard keyboard on your smartphone with the intelligent Neurokeys e-Health keyboard. It just takes one minute of your time to install the App. After that, just keep on typing like you always did.

Since fatigue has proven to be a strong indicator of patients' well-being, analyzing the Neurocast data can be a starting point for researchers and doctors to come up with better treatments for chronic diseases like MS, Alzheimer, Oncology, etc.

With the Neurokeys App data is gathered from various smartphone sources, like keystroke dynamics, sensor- and Health Kit Data. On average a user generates over 4 million data points per year. This enables our data scientists and neurologists to track changes in individual typing behavior over time, which can be related to fatigue. For instance, the number and average length of messages per day, typing speed, typos, late smartphone use, steps taken, and over 80 other features measured.

Three Golden Rules underlie all activities within Neurocast:

- Unobtrusiveness: Keep on doing what you always did
- Privacy & Security: All our data is anonymously stored
- Available to anyone: Anyone with a smartphone can take part



## NewCompliance



**Bo Wiesman**  
CEO



**Menno van Rossum**  
Managing Director USA

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NewCompliance, founded in 2006, is one of the award winning leading companies to utilize modern, interoperable IT platforms to improve safety and efficiency levels in hospitals throughout the whole surgical patient journey. We enable critical care teams around the world to do their job better and safer, providing them with actionable information. Our mission is to keep increasing patient safety and efficiency in more and more hospitals around the world.

Responding to the need for innovation of information in the OR, we develop big data-driven visualization and control solutions for our customers. With our OR-Cockpit we support the caregiver with predictive dashboarding and analytics solutions for e.g. Surgery, Emergency and Intensive Care departments, all through one central system which is easily operated through large wall-mounted touchscreen displays.

The OR-Cockpit continuously scans all patient safety conditions and risk factors and provides the team with actionable information. Furthermore the OR-cockpit optimizes OR productivity, minimizes surgical site infections (SSI's), reduces material costs and provides unprecedented analytics and reports by integrating data from any source system and equipment (EMR, BMS and other OR equipment). Optional modules include resource planning, bed logistics and patient engagement solutions.

NewCompliance is now a market leader for Safe Surgery dashboarding, running in over 35 health systems in Europe. Entering the US market in 2017, we are currently implementing the OR-Cockpit in several US health systems. Houston's leading hospital group, Memorial Hermann, is going live with the solution in July 2019.



**Carola Kruithof**  
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## Rabobank

Founded in 1898, Rabobank Group is a global financial services leader operating in 38 countries. With the mission "Growing a better world together", the bank's strategy is twofold: Banking for Food – feeding the world sustainably by 2050 – and Banking for the Netherlands – contributing substantially to the welfare and prosperity of the Netherlands.

Rabobank's first international office was opened in 1981 in New York. Now, with 62 U.S. offices, Rabobank offers corporate and institutional banking services across food and agribusiness, trade & commodities and renewable energy; farmer financing through Rabo Agrifinance; leasing and vendor finance through its subsidiary DLL; and supporting more than 400 Dutch companies operating in the U.S. through its International Desk.

In addition to offering financial services, Rabobank also leverages its knowledge and networks. The bank plays a major role in the global F&A innovation ecosystem, empowering promising start-ups through its networking and accelerator platforms FoodBytes! and TERRA. It also partners with leading U.S. universities such as MIT, Harvard and UC Davis to foster agriculture and water management innovation across our global network.

With Rabobank Frontier Ventures we operate a 150 million corporate investment fund investing in growing companies and new business models, often build on emerging (software) technologies in the Fintech and Food & Agri space. Rabobank is a firm believer in open innovation. Seeking active collaboration with small and bigger partners to drive the innovation agenda. With the Rabobank Data4Food Program, Rabobank puts extra effort into stimulating the use of data and AI across the Food & Agri chain.



## Roche Diagnostics



**Peter Gisberts**  
Medical Affairs & M&A Manager

### Transforming the way diseases can be prevented, diagnosed and monitored

Roche Diagnostics is a division of Roche. We develop and integrate diagnostic solutions that address the challenges of today and anticipate the needs of tomorrow. In more than 100 countries, we offer the industry's most comprehensive in vitro diagnostics solutions, covering molecular diagnostics, clinical chemistry and immunoassays, tissue diagnostics, point of care testing, patient self-testing, next-generation sequencing, and laboratory automation and IT, and decision support solutions.

Diagnostics play a leading role in both disease prevention and management, in addition to meeting these increasingly complex healthcare challenges. This is evident as in vitro diagnostics influence approximately two-thirds of all clinical decision-making, despite accounting for only about 2% of total healthcare spending.

### The frontrunner in personalised healthcare

Roche was one of the first companies to bring targeted treatments to patients. With our combined strength in pharmaceuticals and diagnostics, we are better equipped than any other company to further drive personalised healthcare. Two-thirds of our Research and Development projects are being developed with companion diagnostics.

### Transforming healthcare delivery through digital solutions

Lab professionals and healthcare organizations are faced with greater complexity as they are asked to manage an increasingly large number of samples, deliver high-quality results faster and increase profitability. Roche Diagnostics developed NAVIFY Tumor Board, a cloud-based workflow product that securely integrates and displays relevant aggregated data into a single, holistic patient dashboard for oncology care teams to review, align and decide on the optimal treatment for the patient.

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## Roche Nederland



**Jeske Timmermans-van Boxtel**  
Chapter Lead Personalised Healthcare and Foundation Medicine



**Guido van den Boom**  
Chief Sustainability Officer

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A pioneer in healthcare. We have been committed to improving lives since the company was founded in 1896 in Basel, Switzerland. Today, Roche creates innovative medicines and diagnostic tests that help millions of patients globally.

### Moving towards personalised healthcare

Roche was one of the first companies to bring targeted treatments to patients. With our combined strength in pharmaceuticals and diagnostics, we are better equipped than any other company to further drive personalised healthcare. Two-thirds of our Research and Development projects are being developed with companion diagnostics.

We are at a pivotal moment in healthcare history. An unprecedented convergence of medical knowledge, technology and data science is revolutionising patient care. Roche is spearheading the next generation of healthcare with partners around the globe. We are bringing together a unique understanding of human biology with new ways to analyse health data. Our vision is to ensure that the screening, diagnosis, treatment and even prevention of diseases will more quickly and effectively transform the lives of people everywhere - ensuring the right treatment for the right patient at the right time.

### Transforming healthcare systems

Personalised healthcare is not only about treating and even preventing disease for individual patients. It is also about rethinking the healthcare system for future generations. Personalised medicine can deliver efficiencies that will keep healthcare systems sustainable in the face of rising costs. But the systems will need to evolve as well. Approaches to data sharing, clinical trial design, and regulatory processes will all be affected by digitalisation. To realise the promise of personalised healthcare, the whole system – from the way we develop therapies to the way care is delivered to patients – has to evolve.



## Royal Philips



**Jeroen Tas**  
Chief Innovation & Strategy Officer  
Member of the Executive Committee

Royal Philips is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. At Philips, we strive to make the world healthier and more sustainable through innovations that help deliver on the 'quadruple aim': enhancing the patient experience, improving health outcomes, lowering the cost of care, and improving the work life of care providers. Our goal is to improve the lives of 3 billion people a year by 2030. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips employs approximately 77,000 employees with sales and services in more than 100 countries.

### Products and services offered / Unique Selling Points

Philips has been in North America since 1933 and today this market is our largest, with over 17,000 employees, and operations at 20 major facilities. The United States (US) is part of the North America market. We have a head office in Andover, Massachusetts, and more than 90 sales and manufacturing locations, including in California, Georgia, and Pennsylvania.

We leverage advanced technology and deep clinical and consumer insights to deliver integrated solutions that are redesigning patient-delivery models and support cloud-based continuous care services.

Our powerful combination of personal health and health solutions makes us unlike any other company in the market. We understand where, how and when health happens. For many, that's outside the hospital setting.

From heart-healthy meals and good oral health to treatment in the hospital or home, you'll find a story about Philips innovation.

Our passion drives leadership positions in diagnostic imaging, image-guided therapy, patient monitoring, health informatics and consumer health and home care.

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## Sanofi



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Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

In the Netherlands, Sanofi hosts the European Headquarters for Sanofi Genzyme plus the local Sanofi country activities. Around 500 employees are based in Amsterdam. The portfolio is very diverse and ranges from specific rare disease therapies like Myozyme (Pompe disease) to vaccines like REVAXiS included in the national vaccination program, and from treatments for long-term chronic conditions like Toujeo (diabetes) to self-care medicines like Bisolvon (cough).

Sanofi Genzyme global Headquarters are based in Boston. There has always been a strong link between the global offices and the European hub in the Netherlands, especially in the development of Rare Disease therapies leading to close cooperation with Dutch research institutes.

**Sanofi, Empowering Life**

# NICEDAY



**Jan Peter Larsen**  
Managing Director

## Sense Health / Nice Day

NiceDay is a full mental health treatment provided by healthcare professionals. However, the treatment is provided fully digital. This allows NiceDay professionals to work demand driven: they can provide support for each person at the time and place in which it is most effective. NiceDay is built on a unique combination of ESM techniques, intelligent decision support, digital communication, and flexible workflow for our professionals.

In the mental healthcare market, we provide full digital treatments for specialized mental healthcare together with our strategic partner Parnassia Groep (170.000 patients annually, 20% marketshare in the Netherlands.)

We also provide preventive mental health support to employees from medium-size to large-size organisations.

NiceDay is a full digital treatment, and we take responsibility for our clinical outcomes. NiceDay is as effective as traditional forms of treatment, and we see a cost-effectiveness improvement of 30%. Furthermore, we are able to reach people through digital means that would otherwise not find their way to treatment. Our early stage interventions are low cost, and save thousands of euro of treatment down the road.

We provide NiceDay as a franchise service to local health care providers, that can adopt the complete service into the local regulatory schemes. We would love to get in touch with potential franchise partners in healthcare, employee assistance program (EAP) providers, or strategic partners that can help build our network and accommodate international expansion.

### Sense Health / Nice Day

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## ExperienceTable SOVACARE



**Edith Zuiderent**  
CEO

## SovaCare ExperienceTable

**The SovaCare ExperienceTable helps care professionals to improve the wellbeing of their clients.**

One of the challenges in aged care is stimulating interaction with and between residents. The SovaCare ExperienceTable health game software helps break through the isolation of residents, stimulates the mind and offers entertainment.

The SovaCare touchscreen products have been tailored specifically to the needs and abilities of the elderly, persons with dementia and mentally challenged persons and their caregivers. It has been proven that the ExperienceTable stimulates interaction and helps caregivers in their important work. The activities stimulate recall, improve communication between residents and offer entertainment.

The ExperienceTable is a success in the Netherlands and Belgium, in use by numerous enthusiastic clients, with distribution starting in Denmark, Germany and the UK as well. We are now seeking to further extend our international operations. To that end, we are interested in meeting international partners, companies with an existing distribution network and client contacts, as well as a motivated sales staff.

SovaCare is the international branch of Onwijs Multitouch Specialists, a Dutch-based multitouch company committed to making modern technology accessible for healthcare, education and cultural heritage. We specialise in developing multitouch software and tables for non-profit organisations. The mother company Onwijs is a family business, founded in 1994. Technology is our tool, helping people to get together to reach a goal is our mission.

### SovaCare

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**Gerben Zondag**  
CEO Synvolux / Founder and CEO  
Immunetune

## Synvolux Group / Immunetune

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## Synvolux Group / Immunetune

**Synvolux** manufactures and markets proprietary products for highly efficient, non-viral delivery of macromolecules, such as DNA, RNA, and protein/peptides. Its proprietary technology (SAINT™) is used worldwide under various brand names and is based on synthetic cationic lipids with proven safety and broad applicability for both research and clinical purposes.

Synvolux has a range of collaborations and licensing agreements with both academic and commercial partners. We are always on the lookout for new partnering opportunities to establish mutually beneficial relationships, and we welcome proposals from third parties that wish to license, co-develop, or to collaborate with us.

**Immunetune** is a pioneering biotech company developing proprietary DNA-based vaccines and immune-modulators to treat highly mutated cancer types. In close collaboration with the Leiden University Medical Center, we have shown near 100% protection against tumor challenges after vaccination, and up to 70% complete remission of established tumors in preclinical models. We develop personalized vaccines that train the immune system to selectively identify and eliminate cancer cells based on tumor-specific DNA mutations (neoantigens), thus yielding a type of precision medicine with an excellent safety profile.

Immunetune is completing preclinical validation of its DNA vaccine platform and preparing for clinical studies. To this end, the company is actively seeking investors and/or co-development partners with relevant expertise to setup GMP production and to initiate clinical trials. Immunetune has a highly motivated and dedicated team that moves fast, and we value strong and long-lasting partnerships designed to deliver value for both parties.



**Mieke Flierhuis**  
Programme Manager

## Task Force Health Care

The Task Force Health Care (TFHC) is the public-private platform for the Life Sciences and Health sector with over 120 partners founded in 1996.

Our mission is to improve healthcare and wellbeing internationally with the use of Dutch expertise and in a sustainable and demand-driven manner.

The TFHC network consist of partners from industry, knowledge institutes, NGO's, healthcare providers and the government, all active in the Dutch Life Sciences & Health sector. Our partners provide smart solutions to various healthcare challenges.

### We aim to:

- Stimulate cooperation and knowledge-sharing in order to combine forces within the Dutch healthcare sector, and;
- Present and position The Netherlands abroad in order to be involved in the global and local healthcare challenges.

### Why?

“To improve healthcare internationally with the use of Dutch expertise.”

### How?

- Through weekly activities within and outside The Netherlands, like health missions, Holland Pavilions, meetings and conferences;
- Through developing and sharing knowledge with the use of our website, social media and various publications;
- Through network facilitation and extensive relationship management.

## Task Force Health Care

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## The Economic Board



**Sigrid Helbig**  
Director

The Economic Board is a driver of innovation in the region of Arnhem – Nijmegen, with Wageningen. As a Triple Helix collaboration among government, knowledge institutes and business communities, we enhance economic activities and innovations in the key sectors of Food, Health and Energy and their cross-overs. We communicate about the exceptional potential and innovative strength of this region. We connect entrepreneurs, investors, educational institutions, research centres and government offices.

We provide information about regional legislation, subsidies, permits and funding. Furthermore, we encourage (international) parties to get to know our region and use our vast network.

The urban network Arnhem – Nijmegen, with Wageningen is an economic powerhouse in the east of the Netherlands. It is centrally located within the Netherlands and in relation to Germany and Belgium. Within less than two hours reach five international and three intercontinental airports are available. In 2018 Nijmegen was the 'European Green Capital'.

### The Economic Board

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## Top Sector Life Sciences & Health



**Hans Schikan**  
Former Chairman a.i.

### Top Sector Life Sciences & Health: for vital citizens in a healthy economy

The Dutch Life Sciences & Health (LSH) sector is one of nine "top sectors" in the Netherlands. The top sectors are designated by the Dutch Ministry of Economic Affairs and Climate Policy and are selected on their ability to contribute substantially to global societal challenges. Health-Holland is the Top Sector LSH's communication channel.

The Top Sector LSH entails a broad scope of disciplines, from (bio)pharmaceuticals to medtech, from healthcare infrastructure to vaccination. In order to realise its mission – vital functioning citizens in a healthy economy – the top sector builds on the strengths of the Dutch Life Sciences & Health sector to address the biggest societal challenges in prevention, cure and care: improving the quality of life (vitality) while restraining the costs of healthcare.

The Top Sector LSH initiates and stimulates multidisciplinary public-private partnership (PPP) to valorise innovation. By attracting financial means, sharing best practices and the univocal Health-Holland sector communication, the top sector boosts a productive infrastructure.

See also <https://www.health-holland.com>

### Top Sector Life Sciences & Health

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## Vahlkamp International



**Eric John de Munck**

Owner Director

Vahlkamp is manufacturer and developer of Nurse call alarm products as active and passive alarms.

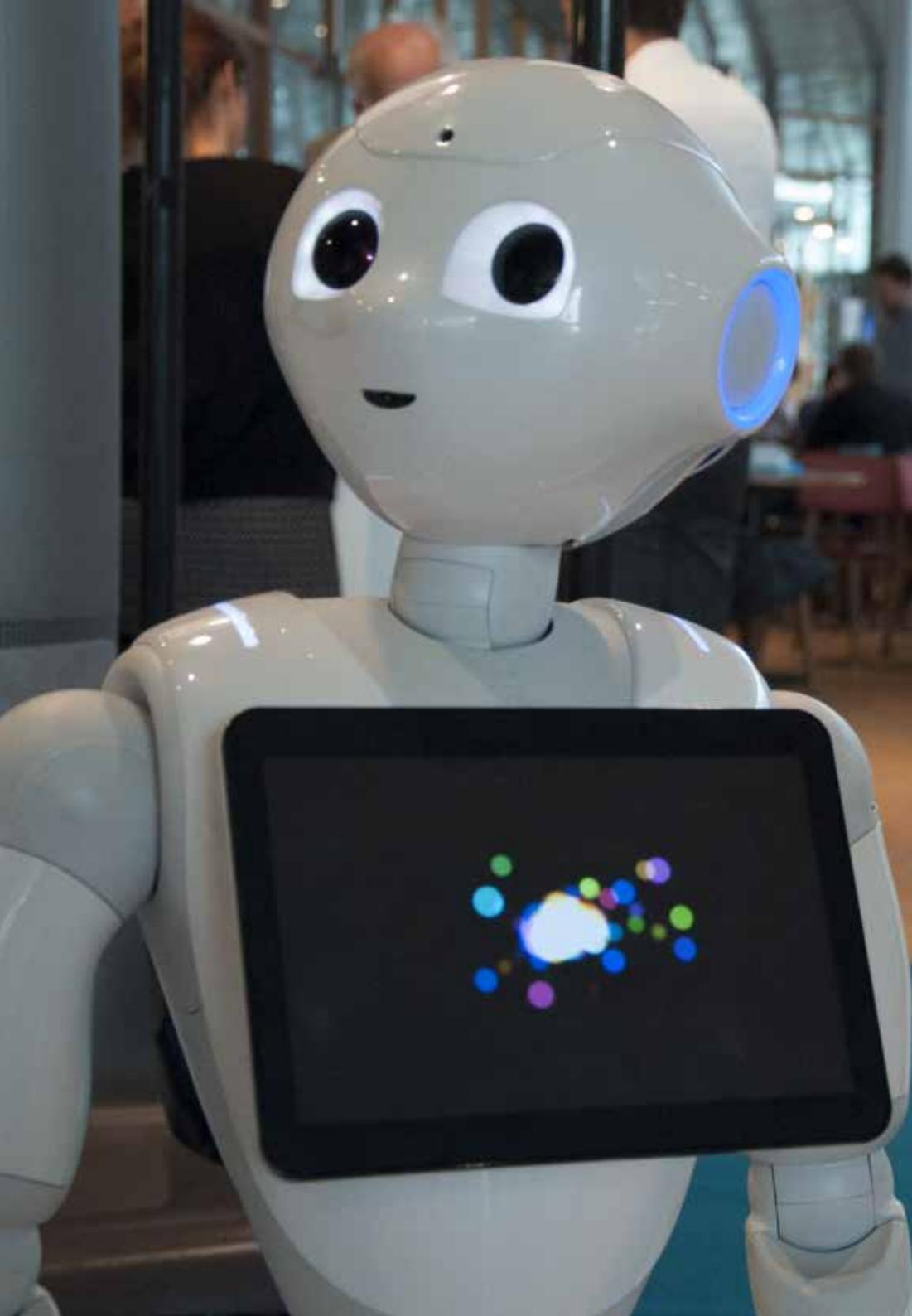
Alarm products (nurse call triggers, callsensors) used in health care, geriatric care, psychiatric care and disabled care. The systems are used in institutions like hospitals, nursing homes, residential homes and organisations that offer extramural care.

Vahlkamp looks for a reliable persons or company how wants to create synergy with us for American market.

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Robotics / Artificial  
Intelligence

# ACCKERION



**Vincent Burg**  
Managing Director

## Accerion (Unconstrained Robotics)

Accerion - mobile robot positioning without infrastructure  
Mobile robots and AGV need to navigate increasingly fast, accurate and flexible. Current systems often rely on expensive dedicated infrastructure or use cumbersome laser-based navigation. A better approach is needed to support tomorrow's dynamic and fast operations in logistics and industry.

Accerion has developed a new approach to robot positioning, using optical systems scanning the floor surface while moving. This enables robots to navigate with sub-mm precision, without infrastructure and unaffected by dynamic environments.

Accerion was founded in 2012 and is venture-backed since 2016. The company is growing fast, currently serving over 25 leading industrial customers in 8 countries, with a team of 10 based in Venlo, The Netherlands.

### Products and Services offered

The positioning systems are standalone sensor systems providing the position data to the robot navigation systems. Each of Accerion's 3 products can be integrated in new vehicles or added to existing mobile robots.

Current applications focus on the warehousing and manufacturing sector, but the technology is universally applicable. Success cases include parcel sorting, narrow-aisle forklifts and integrated warehouse robots.

### Unique Selling Points

- High accuracy positioning even at high speeds
- No infrastructure required and supporting dynamic environments
- Low effort to integrate in new or existing robots

To expand its reach in the USA, Accerion is interested to meet innovative AGV and mobile robot manufacturers in logistics and manufacturing.  
Accerion is also looking for technical and sales partners in the USA to support and expand our existing customer base.

### Accerion (Unconstrained Robotics)

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**Hans Abbink**  
CEO Almende, Founder Dobots

## Almende / Dobots

DoBots, short for Distributed Organisms, was founded in 2011 by Hans Abbink, a successful entrepreneur and investor and is currently run by director Aad Nales. The head office is located in the heart of Rotterdam, the Netherlands. DoBots develops innovative solutions through the application of the Internet of Things, robotics and big data.

DoBots specializes in software from the perspective of robotics and apply this to Smart Building and Smart Robots. DoBots uses robotic software not only in mobile robots, but also applies it to related fields such as indoor localization.

Examples of current and past projects include controlling drone swarms to detect forest fires (FireSwarm), using robots to deter birds from landing or nesting on buildings, and controlling robots that work on factory floors or provide maintenance to sewage pipes. What makes us unique is that we use a decentralized, agent-based approach that allows groups of robots to collaborate without central guidance, leading to a more flexible and adaptive system.

DoBots started by specializing in software for service robotics. Through valuable experience and development, we were able to expand into hardware, vision and sensor technologies. We find this essential in providing our customers with the total package of future-proof robotic solutions.

### Almende / Dobots

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## Artificial Intelligence & the Law



**Mauritz Kop**  
Managing Partner

### Artificiële Intelligentie & Recht: AI and the Law

AIRecht is a legal consultancy firm with a focus on 4th industrial revolution technology. Our tech savvy lawyers anticipate on buzzing science such as AI, smart robotics, quantum computing and big data. Our mission is to remove obstacles to trade, production and investment in robust, social and reliable AI and to maximize intellectual property on AI input and output in an ethically responsible manner.

### Industries: Food, eHealth and Entertainment

We consult and represent our clients in the niche field of European Food Law, health claims, food labelling and food safety at a national and international level. These services cover issues such as quality standards and traceability requirements, GMO's & biotechnology laws and market entry of novel foods.

In the area of Pharmaceutical Law, we offer services regarding Good Manufacturing Practices, medicine packaging and medical device permit requirements, product safety & liability and medical software licenses.

### Unique Selling Points

We offer proactive lawyering services such as:

- AI Impact Assessment on Trustworthy AI development & implementation
- International business contract drafting and screening
- Fair, trusted data ecosystem strategy & GDPR privacy requirements
- Commodification of IoT devices
- Intellectual property strategy, copyrights & related rights, NDA, trade secrets, ownership of data, patents, clearance of training corpora, sharing and open source licenses.

We are (inter alia) interested in working with companies who develop AI-systems in Digital Healthcare (wearables, health apps, home robots, VR), Food-Feed-Agri (personalized nutrition apps, traceability, GMP) and Entertainment (online platforms).

### Artificiële Intelligentie & Recht

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## AWL Techniek

AWL is a system integrator for state-of-the-art robotized production systems for joining processes. We are all about high levels of expertise and have been employing that expertise for more than 50 years. Our smart machine concepts provide important contributions to effectiveness, reliability, ergonomics, machine intelligence, and safety. AWL is a privately-owned company, with over 750 employees worldwide.

With production facilities in the Netherlands, the Czech Republic, China, Mexico, and the United States, we are able to support our customers anywhere in the world. We design and build robotized production systems, in which welding and other joining technologies play a central role. We ensure the overall productivity of our customers through smart and reliable solutions in the field of high-end automation, robotics, and joining technologies.

AWL provides the assurance of constant production and excellent end-product quality by designing smart machine concepts using world-class components with which our customers maintain a competitive advantage. AWL is seen as one of the leading machine builders and system integrators using laser-, arc- and resistance welding techniques. We focus on both the automotive and metal processing industry where high production volumes and high levels of automation are essential.

In a constantly shifting market, we believe automation and robotization will shape the world we live and work in for years to come. AWL maintains its leadership position through innovation and strong partnership. We believe in being a smart, reliable partner for our customers.



## Capgemini Nederland



**Zsolt Szabo**  
Vice President

Capgemini is a global leader in consulting, technology services and digital transformation. Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in over 40 countries.

Across the industries, AI is empowering employees and driving material performance improvements. Outcome-led and driven by priority business challenges, Perform AI is Capgemini's unique, holistic AI service portfolio. Perform AI takes you beyond MVP to deliver AI at scale.

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## CONSIDERATI



**Joas van Ham**  
Responsible Tech Consultant

## Considerati

Considerati is a leading legal, public affairs and responsible tech consultancy. We guide organisations to innovate socially responsible.

We help technology and data-driven organisations attain their objectives within the law, in a way that will help them garner public support. We provide pragmatic advice, provide practical support, and advise on issues that have not yet been fully charted, either by legislators or by the public opinion.

Our client portfolio ranges from multinationals and scale-ups to public authorities and NGO's. We provide the following services:

### Legal services "enabling technology"

- Advice and implementation (GDPR, eCommerce, ePrivacy, etc.)
- DPO as a Service, Legal interim advisors
- DPO training, legal courses, e-learning

### Public Affairs services "support for innovation"

- Advice (strategy, monitoring, issue and stakeholder management)
- Lobby and crisis communication
- Public Affairs interim advisors

### Responsible Tech "trustworthy innovation"

- Value sensitive design
- AI Impact assessment
- Human rights impact assessment
- Responsible tech interim advisors

### Considerati

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**Dashmote**

**Stefan Tan**  
Founder & CFO

Dashmote is an AI technology scale-up headquartered in Amsterdam, The Netherlands. With the goal of bridging the gap between images and data, we are working to bring AI-based solutions to marketers at clients like Heineken, Unilever, Philips, L'oreal, and Coca-Cola. We add value in areas such as Location Analysis, Trends Analysis, and Marketing Intelligence.

**Dashmote**

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**Festa Solutions**

Festa is a specialist in the development of High Level Control (HLC) systems (HLC) for the management of your factory and/or machinery. These complex software-applications are the linking pin between your ERP software and your PLC embedded software. Festa has been developing these kind of High Level Control systems from design, development, hosting and maintenance since 2008.

Based on our own software development platform Festa Factory, we develop these HLC systems at an unprecedented high level of productivity and quality. High productivity and quality means shorter throughput times and time to market and herewith we underscore the customer's need for "First-time-right software engineering", i.e. "Error-Free Code". Subsequently, our software can be tested endlessly on our Digital Twin, i.e. "Code-Complete".

Due to the ever faster changing market requirements complexity of high tech manufacturing systems will increase exponentially. The only way to cope with such an increase in complexity is to make everything visible and transparent in the virtual world. A Digital Twin is an identical visual copy of your system, running in the Virtual World. You can pre-test your Executive Software on the Digital Twin long before the real physical system is actually built. It effectively enables early feedback and error detection, without the dramatic consequences and costs to change it.

Subsequently, as we are well positioned at the centre of the executive code and Data for production manufacturing, we are able to fully benefit from the merits of Machine Learning, Deep Learning and of Neural Networks (Artificial Intelligence).

## FME



**Aafke Mak**  
Business Development Manager

FME is the Dutch employers' organisation for the technology industry. The 2,200 affiliated companies include technology start-ups, trading companies, small and medium-sized industrial enterprises as well as large (multinational) industrial conglomerates. Our members are active in the fields of manufacturing, trade automation and maintenance in the metal, electronics, electrical engineering and plastics sectors. FME members employ a total of 220,000 people, have a combined turnover of € 91 billion and their exports total € 49 billion. FME members therefore account for one-sixth of all Dutch exports. FME has partnerships with 45 affiliated trade associations. FME mobilises and connects partners in the technology industry to meet the big challenges society faces, both today and in the future. In doing so, we increase our members' individual and collective earning power.

By the end of 2018, FME initiated its AI Platform that consists of FME member companies. Main objectives: to accelerate the application of AI-solutions within the technology industry; and to promote the possibilities and opportunities that AI provides.

### Key figures

- 2,200 member companies, employing 220,000 employees in total
- Yearly turnover totalling € 91 billion
- Direct export totalling € 49 billion
- 181 employees at FME
- Support to 45 trade associations

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## IBM Netherlands



**Eric-Mark Huitema**  
GM Smarter Transportation

### Build your competitive advantage with AI

IBM Watson helps you unlock the value of your data in entirely new, profound ways. By freeing your employees from repetitive tasks, you can empower your teams to focus on more creative, higher-value work. With insights from Watson, you can predict and shape future business outcomes, while rethinking practices and workflows.

### IBM Solutions:

- **Blockchain** Maximize transparency, enhances efficiency of end-to-end work flows and simplify trade compliance with solutions that boost productivity and your bottom line.
- **IoT** Improve agility and keep time-dependent processes running smoothly by leveraging access to realtime data with solutions tailored to your specific needs.
- **Data** Gain insight through AI-driven data and analytics to better understand customer needs, provide cutting-edge solutions and improve service satisfaction.
- **Quantum computing** IBM Q is an initiative to build universal quantum computers for business and science. A worldwide network of Fortune 500 companies, academic institutions, and startups use IBM Q technology and collaborate with IBM Research to advance quantum computing.

### IoT with blockchain

IoT allows devices to send data to private blockchain ledgers for inclusion in shared transactions with tamper-resistant records. IBM Blockchain enables your business partners to access and supply IoT data without the need for central control and management. Each transaction can be verified to prevent disputes and ensure each partner is held accountable for their individual roles.

### Securely connect, manage and analyze IoT data with Watson IoT Platform

Generate new business models and make more informed, real-time decisions with IoT connectivity and cognitive analytics.

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## MarketRedesign



**Ruud Schmeink**  
CEO

## MarketRedesign

MarketRedesign (MRD) is an **AI & Pricing** company that powers the pricing function in Multinational Clients around the Globe with Predictive & Dynamic Pricing Algorithms.

MRD is a fast growing, international oriented company that is expanding its network with clients and partners through a dedicated organization with a growing team of 20 powerful academics and PhD's.

### Products and Services Offered:

- PriceCypherTM , the industry specific Predictive & Dynamic Pricing solution that can be “injected” into existing sales processes of clients via APIs, lifting margins with 5-10% on average.
- Advanced Predictive & Prescriptive Modelling for critical business processes as a customized solution via MRD's expanding office network.
- Pricing Expertise in exploitation of AI solutions into operational sales processes.

### Unique Selling Points:

- Strong track record in making AI solutions work, in existing sales processes, experienced in deployment and change management.
- The AI solution's offered have rock solid business cases with proven results at numerous multinational Clients around the Globe.
- The intelligence interacts with operational sales processes and systems via APIs and lifts up margin impact, without IT projects.
- 10 Years of experience in creating advanced data science.
- MRD has a continuous AI research & development program with the Technical University of Eindhoven.

### Profile of Commercial Contacts Wanted:

MRD is determined to expand its geographical business and accelerate its own growth based on proven and appreciated AI solutions. Both Clients, Implementation Partners and Investors could facilitate the growth path and are invited to contact MRD.

## MarketRedesign

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**Nynke Daane**  
Innovation Consultant



**Marco Cross**  
Innovation Manager

## MMID Full Service Design Team

MMID, a global industrial design and engineering firm with offices in Netherlands, Germany, and the USA, is one of the first design and engineering firms to successfully implement an integrated product development process in which many different complementing disciplines work together as one. MMID focuses on delivering this unique collaborative product development service to global customers and partners with robust R&D practices by augmenting their existing innovation capabilities.

The products that MMID develops are highly functional, usable, and reproducible at scale. Humans and their behavior play a central role in our product development philosophy. While around a third of the products that an average development firm produces make it to market, MMID is proud of the fact that approximately 80% of what we've developed over the last three decades is or was in widespread consumer, medical, or industrial use.

### MMID Full Service Design Team

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## MoreApp



Jan Bakker

Director

Companies and Organisations use MoreApp for the digital transformation into the new Connection Economy. Optimise data processing with the Easy-to-use Form Builder and secure Mobile Application. MoreApp is funded in 2013 and growing rapidly. Within 6 years the application is used by thousands of companies in more than 140 countries. Hospitals and Pharmaceutical companies use MoreApp for Patient Registration, Clinical Trials, Work Registration, Quality Control and other data processing.

### Products and Services

- Online Form Builder and Work-flow management
- Mobile application for data processing and capturing structured information in the work field

### Unique selling points

- Highest level of Information and Data Security based on ISO 27001
- Pay-per-use
- Easy-to-use
- White labelling
- Private Cloud

### Looking for

- Hospitals and Pharmaceutical companies
- Collaboration with business partners
- Investors

## MoreApp

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## NXP Semiconductors Netherlands



Maurice Geraets

Executive Board Member NXP  
Netherlands

NXP Semiconductors is a NASDAQ-listed, global semiconductor company with 31,000 employees in 31 countries and a revenue of \$9.4 billion in 2018.

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

In cyber security we have the world's number one semiconductor portfolio. Next to being the NFC inventor and market leader (near field communication, e.g. for secure mobile payment), we are the global market leader in chips for passports, banking cards, ID cards and transportation tickets.

In automotive we are the world market leader with over 95% of all cars being produced globally using NXP chips. With car-to-car and car-to-infrastructure communication chips, radar, image processing and artificial intelligence chips, we enable automated driving, safer traffic, less traffic congestion and lower pollution.

NXP chips enable Smart Industry and the Internet of Things, by applying sensors, processing, security and connectivity chips. NXP offers also technology for Smart Cities: transportation ticketing, secure access and smart mobility solutions.

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## PELS RIJCKEN

### Pels Rijcken & Droogleever Fortuijn



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Pels Rijcken ranks among the top law firms in The Netherlands. Based in The Hague, about 290 professionals are committed to providing the very best in legal services.

The history of Pels Rijcken can be traced back to the 19th century. The firm has the largest supreme court department in the Netherlands. The firm's partners also include the State Advocate.

The Innovation, Privacy & Technology department (IP&T) is led by Gerrit-Jan Zwenne, an authority in the field of data protection law (GDPR) and also a professor of data protection law at Leiden University. Gerrit-Jan Zwenne is author of the standard work on the GDPR and has been ranked in band 1 by both Chambers and Legal 500.

IP&T advises many companies and public bodies that use Artificial Intelligence (AI) to improve their processes. They answer questions that arise with new technologies, like: how to comply with the GDPR, who bears responsibility for the actions of an algorithm and who is entitled to the rights on inventions made by an algorithm?

We founded the Pels Acceleration Lab (PAL), which focusses on advising start-ups and innovation departments. The PAL is known for their knowledge of technology and their successful acceleration processes. They are also developing their own AI/Blockchain project to enhance human rights compliance in palm oil supply.

Within IP&T there is a strong focus on Business Human Rights. Our partner Martijn Scheltema is a professor of Business Human Rights at Erasmus University, heads the Dutch standardization committee on AI and is member of the stakeholder board of the European SHERPA Project.



**Bart Leurs**  
Board Member, Chief Digital Transformation Officer



**Finbar Hage**  
Global Head of Data, AI & Analytics

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## Rabobank

Founded in 1898, Rabobank Group is a global financial services leader operating in 38 countries. With the mission "Growing a better world together", the bank's strategy is twofold: Banking for Food – feeding the world sustainably by 2050 – and Banking for the Netherlands – contributing substantially to the welfare and prosperity of the Netherlands.

Rabobank's first international office was opened in 1981 in New York. Now, with 62 U.S. offices, Rabobank offers corporate and institutional banking services across food and agribusiness, trade & commodities and renewable energy; farmer financing through Rabo Agrifinance; leasing and vendor finance through its subsidiary DLL; and supporting more than 400 Dutch companies operating in the U.S. through its International Desk.

In addition to offering financial services, Rabobank also leverages its knowledge and networks. The bank plays a major role in the global F&A innovation ecosystem, empowering promising start-ups through its networking and accelerator platforms FoodBytes! and TERRA. It also partners with leading U.S. universities such as MIT, Harvard and UC Davis to foster agriculture and water management innovation across our global network.

With Rabobank Frontier Ventures we operate a 150 million corporate investment fund investing in growing companies and new business models, often build on emerging (software) technologies in the Fintech and Food & Agri space. Rabobank is a firm believer in open innovation. Seeking active collaboration with small and bigger partners to drive the innovation agenda. With the Rabobank Data4Food Program, Rabobank puts extra effort into stimulating the use of data and AI across the Food & Agri chain.



## Royal Ahold Delhaize



**Farhan Siddiqi**  
Chief Digital Officer and member  
of the Executive Committee

Ahold Delhaize is one of the world's largest food retail groups, a leader in supermarkets and e-commerce, and a company at the forefront of sustainable retailing. Our family of great local brands serves more than 50 million shoppers each week in the United States, Europe and Indonesia. Each brand shares a passion for delivering great food, value and innovations, and for creating inclusive workplaces that provide rewarding professional opportunities. Our brands have also established meaningful, lasting commitments to strengthen local communities, source responsibly and help customers make healthier choices.

Ahold Delhaize was formed in July 2016 from the merger of Ahold and Delhaize Group, retail innovators for almost 150 years. Our local brands employ around 372,000 associates in more than 6,700 local grocery, small format and specialty stores.

Ahold Delhaize brands are dedicated to helping customers eat well, save time and live better. In addition to our stores, our brands include the top online retailer in the Benelux and the number one online grocer in the Benelux and the United States. Our local brands are also among the most prominent providers of fresh food and locally tailored own-brand products, including a diverse selection of affordable natural and organic goods.

Ahold Delhaize's international headquarters is in Zaandam, the Netherlands. Our brands are active in Belgium, the Czech Republic, Greece, Luxembourg, the Netherlands, Romania, Serbia and the United States and we participate in joint ventures in Indonesia and Portugal.

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## Royal Otolift Stairlifts



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## Royal Philips



**Hans de Jong**  
President Philips Netherlands

Royal Philips is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. At Philips, we strive to make the world healthier and more sustainable through innovations that help deliver on the 'quadruple aim': enhancing the patient experience, improving health outcomes, lowering the cost of care, and improving the work life of care providers. Our goal is to improve the lives of 3 billion people a year by 2030. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips employs approximately 77,000 employees with sales and services in more than 100 countries.

### Products and services offered / Unique Selling Points

Philips has been in North America since 1933 and today this market is our largest, with over 17,000 employees, and operations at 20 major facilities. The United States (US) is part of the North America market. We have a head office in Andover, Massachusetts, and more than 90 sales and manufacturing locations, including in California, Georgia, and Pennsylvania.

We leverage advanced technology and deep clinical and consumer insights to deliver integrated solutions that are redesigning patient-delivery models and support cloud-based continuous care services.

Our powerful combination of personal health and health solutions makes us unlike any other company in the market. We understand where, how and when health happens. For many, that's outside the hospital setting.

From heart-healthy meals and good oral health to treatment in the hospital or home, you'll find a story about Philips innovation.

Our passion drives leadership positions in diagnostic imaging, image-guided therapy, patient monitoring, health informatics and consumer health and home care.

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**Rina Joosten-Rabou**  
Co-Founder & President

## Seedlink Technology

### Transforming your People Decisions with Subconscious Insights

Seedlink is an A.I. scale-up and radically changing the way companies assess talent. The technology analyzes subconscious patterns in people's language for faster, more accurate people decisions.

Seedlink's AI-enhanced digital interview predicts behavior, personality, and skills. We go beyond traditional assessments to measure competencies most linked to success in your organization.

Seedlink leverages over 30 years of research that shows language provides insight into identity. Unlike traditional assessment methods, Seedlink's digital interviews are difficult to manipulate since language is formed subconsciously.

Leading Fortune500 companies are adopting the tech across 32 countries, in 9 different languages, with over 1,000,000+ candidates screened. Seedlink's method has proven to lead to both a 30% increase in diversity and performance of hires. The company is headquartered in the Netherlands, with offices in China and opening in the USA.

### Solutions offered:

A.I. Enhanced Digital Interview to analyse subconscious patterns for:

- Value Fit, assess for the underlying values shared in your organization
- Job Fit, assess for the drivers of success in a particular role
- Leadership Potential, assess for leadership traits needed in your organization

### Unique Selling Points:

- Bias free assessments
- Access to a new talent pool, with 30%+ more diverse hiring
- Increase productivity, with 52% by new hires in second year
- Simple and fast digital interview, which is why 95% of candidates love the experience



## SINGA



**Raymond Wentink**  
CEO



**Martijn Elkink**  
Sales & Business Development Manager

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SINGA is a multidisciplinary engineering firm operating as a strategic R&D extension for international operating Official Equipment Manufacturers. As “Industrial game changers” we are creating and guiding industrial breakthrough and making our customers forerunners in the digital era. Our activities in the Netherlands comprise of development & engineering services based on robotics, AI, cloud software & machine vision.

### Products and Services Offered

- Innovation consultancy & roadmapping
- Development & engineering services (Robotics, AI, cloud software & machine vision)
- Opto-mechatronic module assembly
- Industrial IoT / Digital Twin platform

### Unique Selling Points

- The combination of a multidisciplinary academic approach on innovation with a strong pragmatic result focus leads to proven value creation;
- The possibility of the reuse of high-end opto-mechatronic & cloud software building blocks.
- Rich portfolio of industrial game changing innovations.

Looking for cutting edge knowledge on AI & robotics technology to transfer to industrial opportunities in the Netherlands.

## studyportals



**Edwin van Rest**  
Co-founder and CEO



**Bram van Kempen**  
Senior Vice President North America

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## Studyportals

Studyportals is the global marketplace for higher education: enabling students to find and compare all their study options across borders and online and enroll in the ones that fit them best from an academic, career, financial and personal perspective. We served 36 M unique users in 2018, resulting in over 400,000 international enrollments. Since last year, the USA is our #1 destination.

Universities use Studyportals to optimize their student population, on the basis of results. They can grow, improve or diversify their (international) student flows and only pay for actual results. Fully digital and transparent: universities are fully in control of all their content – no chance of misrepresentation to students or fraud. Studyportals has over 3,200 participating universities in 114 countries, including Harvard and Cambridge University.

We focus on quality from both a student as well as a university perspective: offering best information to students, as well as low-effort, cost-effective, and result-based marketing for universities. It is the biggest international education and student dataset in the world using AI to best understand and optimize the match between a learner and a learning opportunity.

We are built on the core belief that education without boundaries enriches lives and connects our world.



## TechForce Innovations



**Jeroen Speelman**  
Director

TechForce specializes in grant schemes and innovation advice to R&D-intensive businesses (start-up, SME and multinational), knowledge institutes and NGOs. TechForce focuses on achieving concrete results within the journey of developing new technologies and partnerships. We immerse ourselves in new technology, business and organizational approaches. Through this – in combination with our knowledge of (inter) national funding schemes – we pursue to develop winning projects. We reap appreciation from our clients, collaborative partners and donors.

It is our vision that we want to further increase impact of innovations, beyond having a funding solution for an innovative project. Securing additional financial support may help to achieve better commercial opportunities or wider applicability of newly developed products, since additional funds allow for additional efforts in R&D, marketing or sales. A clearly structured and well-sustained project plan or business plan enables more effective communication with potential investors, collaborative partners or market parties. Our working area includes high-tech & robotics, sustainable energy, water, ICT, serious gaming, high-end design and many more sectors.

TechForce is your partner for the long term. By understanding your business and technologies, we can start making connections in our network that allow for additional value creation. We want to unburden you to the best extent possible by taking an active approach, and always pursue high levels of service and quality, knowing that mediocrity is not good enough for us and our clients.

We support the entire roadmap of grants and funding, "from mind to market". Our key services are:

- Subsidy advice and project funding
- Consultancy
- Project Management

### TechForce Innovations

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**Carlo van de Weijer**  
Director EAISI, Eindhoven AI Systems Institute

### TU/e Eindhoven University of Technology

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## TU/e Eindhoven University of Technology

Eindhoven University of Technology is a young university, founded in 1956 by industry, local government and academia. Today, their spirit of collaboration is still at the heart of the university community. We foster an open culture where everyone feels free to exchange ideas and take initiatives.

### Personal attention and room for talent

Eindhoven University of Technology offers academic education that is driven by fundamental and applied research. Our educational philosophy is based on personal attention and room for individual ambitions and talents. Our research meets the highest international standards of quality. We push the limits of science, which puts us at the forefront of rapidly emerging areas of research.

### Scientific curiosity with a hands-on mentality

Eindhoven University of Technology combines scientific curiosity with a hands-on mentality. Fundamental knowledge enables us to design solutions for the highly complex problems of today and tomorrow. We understand things by making them and we make things by understanding them.

### TU/e and Brainport: a thriving ecosystem

Our campus is in the center of one of the most powerful technology hubs in the world: Brainport Eindhoven. Globally, we stand out when it comes to collaborating with advanced industries: We top the worldwide CWTS ranking in scientific cooperation with industry. Together with other institutions, we form a thriving ecosystem with one common aim – to improve quality of life through sustainable innovations.

## Verdonck, Klooster & Associates



**Erik van Zegveld**  
CEO



**Arjan van Venrooy**  
Partner

Verdonck, Klooster & Associates (VKA) is a strategic IT consulting firm that combines its knowledge of technology with its experience with organisations. We are convinced that the Netherlands can be strengthened by good use of information and communication technology. Services to both citizens and businesses alike can be so much easier, faster and altogether better. It can be so much more durable. There are enormous opportunities to be had based on innovative new concepts. It can be fun. And more successful.

Large, complex IT projects succeed if the strategic impact is recognised. IT is no longer solely a technical issue pertaining to the IT department. Indeed, nearly all organisations have become so dependent on information systems that IT constitutes one of a company's top strategic issues. As a result, IT has become a multidisciplinary field where technology and business processes and its organisation come together.

What defines us is our energetic involvement and our desire to work together. As consultants, we feel comfortable in a background role in which we can support our customers with our knowledge and experience. Our independence guarantees that we focus on the interests of our customers only. During the implementation and realisation phase, our project and program managers perform their tasks with power and vision.

VKA has extensive knowledge of current IT topics. Our key areas of expertise are:

- Data en Artificial Intelligence
- Proces innovation and digitization
- IT Strategy & Architecture
- Sourcing & Demand – Supply organisations
- Cyber security & Business continuity
- Programme management & Communications

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## Climate Resilience



**Edgar Westerhof**  
Flood Risk & Resilience Lead  
North America

Arcadis is the leading global design and consultancy firm for natural and built assets. Applying our deep market sector insights and collective design, consultancy, engineering, project and management services, we work in partnership with our clients to deliver exceptional and sustainable outcomes throughout the lifecycle of their natural and built assets.

With over a century of experience protecting the notoriously flood-prone Dutch coastline, Arcadis draws on its Dutch heritage and its global environmental and water expertise for resiliency and climate adaptation, such as ongoing flood protection projects in New York City after Hurricane Sandy and risk reduction engineering in New Orleans after Hurricane Katrina. In Boston, Arcadis was leading Climate Ready Boston and recently completed Climate Ready South Boston, groundbreaking climate studies that are currently being advanced by the city. As a result, Arcadis has developed custom tools to evaluate current and future vulnerabilities and risks, as well as identify resiliency strategies that are most beneficial for the long-term sustainability of communities facing a variety of climate-related challenges.

For example, Arcadis has piloted direct potable reuse projects and led numerous climate risk and vulnerability studies for low lying coastal metropolitan cities around the globe. With its buildings and transportation experts, ARCADIS also helps city leaders confront the tough urbanization and sustainability challenges as they seek ways to balance the demands of creating an attractive yet sustainable place for people to live and work, from shopping centers in Shanghai or clean water in São Paulo to smart buildings in Jeddah and rail capacity in Paris.

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**Raymond Hofer**  
Sales Director

Boxbarrier is a company who owns the patent of Boxbarrier world wide. The Boxbarrier was developed by The Royal BAM Group. We can deliver the Boxbarrier true out the world due to collaboration with an international manufacture. Boxbarrier is a proven temporary flood defense system, with proven track records in The Netherlands, UK, Greece, Australia, Macedonia, Germany and more.

We are very interested in doing business in the USA and this trade mission is one of our first steps to do so.

Our flood defense system protects people, properties and vital infrastructure. We can minimize the cost of damage during high water and floods. The Boxbarrier is more versatile and cheaper than any alternative, quickly to deploy and place (70% less labour intensive), compact storage, fast to transport, vandalism proof, zero maintenance.

We are looking to sell to authorities, governments, cities, villages and private sector, contacts in these areas are preferable.

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## Henriëtte Otter

Head of department 'Urban Water and Subsurface Management' / Theme leader 'Resilient Cities and Adaptive Planning'

## Deltares

Deltares is an independent institute for applied research in the field of water, subsurface and infrastructure. Throughout the world, we work on smart solutions, innovations and applications for people, environment and society. Our main focus is on deltas, coastal regions, river basins and cities. Managing these densely populated and vulnerable areas is complex, which is why we work closely with governments, businesses, other research institutes and universities at home and abroad. Deltares' areas of expertise include: Climate resilience, Adaptive planning, Urban water management, Urban engineering, Critical infrastructure, Subsidence, Integrated water resources management, Flood risk analysis and flood risk management, Operational warning and management.

Deltares aims to support urbanizing deltas around the world to become more resilient to physical, social, and economic challenges. Our starting point in dealing with urban resilience, is approaching the city as an urban ecosystem. We specifically focus on working on the water- and subsurface layer of the urban ecosystem. We seek ways to mitigate risks and realize the potentials of urban areas, allowing for sustainable, inclusive and climate-robust development that contribute to the quality of urban planning and design. By integrating local with expert scientific knowledge, we develop adaptive, integral and innovative strategies and planning tools for urbanizing deltas all over the world.

Deltares employs over 800 people and is based in Delft and Utrecht in the Netherlands. Deltares has offices and affiliates in Singapore, Indonesia, Australia, Abu Dhabi, Latin America and the USA.

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## Corné Rijlaarsdam

Designer

## Dutchdam

Corné Rijlaarsdam, founder of Dutchdam, is an experienced designer and product developer. His flood barriers are installed in 6 countries, repeat orders are in progress.

The Climate-dam is a revolution anticipating Climate change; heat stress and flood mitigation in one system only. A pipework, moving through the city, at or below ground level, along roads, through tunnels, tubes, basements, channels, in open water and along buildings or portals, offering a flow in two directions.

### Share cost and benefits

The Climate-dam is connectable to numerous functions over long distances and has a permanent character. Hence: valuable for both, public and private properties.

### Savings from 75 up till 85%

The Climate-dam improves the flow capacity of existing sewers. Aside standard use, this specific function of the Climate-dam saves 75 up till 85%\* on the cost in case replacement of the existing sewer is required by a bigger diameter. Rain- and wastewater is kept separate.

### Lower cost for aircon in dense city area

It pumps flood- or stormwater out or supplies mass of water during heat and drought, for plantings, buildings, roofs and outside walls what stimulates the vaporization when used at scale. This will lower the energy consumption of local aircon facilities.

### Shelters

The dam can encircle vital objects: e.g. electricity-/chemical- or waste water plants, tunnel/tube entrances and (private) properties.

### IP

To work with the Climate-dam designs, a license - based in The Netherlands - is needed. All rights reserved, copyright 2019 - Corné Rijlaarsdam - designer, patents applied for - Info@[dutchdam.nl](http://dutchdam.nl)



## Edge Technologies



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EDGE Technologies is a real estate technology company, seeking to develop superior buildings that actively contribute to the health of people and the world. We combine decades of experience in the real estate and technology industry. Our team is committed to making the built environment greener, smarter and healthier with a user-centred approach. EDGE Technologies is owned by OVG Real Estate, with offices in Amsterdam, Berlin, Hamburg and New York and incorporates a technology-driven operations platform that delivers the best buildings and solutions for ambitious customers worldwide.

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**Eddy Moors**  
Rector

## IHE Delft Institute for Water Education

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## IHE Delft Institute for Water Education

Affiliated to the United Nations, IHE Delft is the largest international graduate water education facility in the world and is based in Delft, the Netherlands. The Institute confers fully accredited MSc degrees, and PhD degrees in collaboration with partner universities.

Since 1957 the Institute has provided water education and training to 23,000 professionals from over 190 countries, the vast majority from Africa, Asia and Latin America. Also, numerous research and institutional strengthening projects are carried out, in partnership, to strengthen capacity in the water sector worldwide.

IHE Delft focuses on challenges of droughts, floods and deteriorating water quality, and their relation to issues such as sustainable development, climate change and migration.

Through its overarching work on capacity development, IHE Delft aims to make a tangible contribution to achieving all Sustainable Development Goals in which water is key.



## LG Sonic



**Greg Eiffert**  
Director

LG Sonic is an innovative algae management company located in Zoetermeer, the Netherlands. Our latest innovation, the MPC-Buoy, is a floating, solar powered platform that combines real-time water quality monitoring, machine learning and ultrasound technology to predict and control harmful algal blooms in large water surfaces. This revolutionary solution has allowed leading water utilities in the United States, England, Colombia and New Zealand to successfully control algal blooms without using chemicals. To accommodate the rapid company growth in the United States, LG Sonic has launched its first office expansion LG Sonic US in Scranton, Pennsylvania.

### Products and services

- Algae management
- Real-time water quality monitoring
- Biofouling prevention in industrial applications
- Remote sensing: water quality analysis by using satellite data

### Unique selling points

- Cost-effective algae management
- Data driven water treatment
- Environmentally friendly technology
- Scalable solution to treat large water surfaces

LG Sonic is looking for end-users (utilities, municipalities) and distributors for our algae management systems and services.

### LG Sonic US

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## MVRDV



**Kristina Knauf**  
Senior Project Leader / Urbanist



**Daan van Gool**  
Business Development

## MVRDV

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

MVRDV's rational design process, refined across more than 950 projects to date, is shaped by the exploration of spatial data, relating to context and the constraints of a project. By understanding and strategically using this data we are then able to create highly informed and specific solutions which not only answer to today's and tomorrow's needs, but enable us to simulate future scenarios.

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

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**Mark Niesten**  
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## Netherlands Water Partnership (NWP)

### Netherlands Water Partnership: Uniting Dutch Water Expertise

The Netherlands Water Partnership (NWP) is a comprehensive network that unites Dutch water expertise. The partnership, consisting of almost 200 members from private companies, government, knowledge institutes and NGOs, acts as a centre of information on water expertise, policy developments and market opportunities. And NWP is more than an information source; the organization also initiates, coordinates and executes projects for its members, such as trade missions, exhibitions and conferences.

Many of the Dutch participants in this trade mission are member of the NWP. Their experience and expertise cover numerous disciplines, enabling them to tackle the growing number of large, complex water related projects that demand broad expertise, creative solutions and innovative financing. Be it in the field of water policy development, hydraulic engineering and design, construction, implementation and maintenance, flood control, environmental protection and integrated water management.

Visit our website [www.netherlandswaterpartnership.com](http://www.netherlandswaterpartnership.com) for more information and contact us. We're looking forward to collaborating with you.



**Michel Schreinemachers**  
Founding Partner

### NEXT architects

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## NEXT architects

NEXT architects is an international, award-winning architecture firm that works in the field of urban planning, architecture, interior, and infrastructure. NEXT connects; we seek design projects that enhance the quality of the built environment based on the big challenges our communities are facing. NEXT plays a key role to create resilient urban and rural areas with a unique character. We work on complex interdisciplinary projects where technical and environmental constraints are used to create a new and refreshing architecture with a strong focus on placemaking, resiliency, biodiversity to connect people with the world we live in.

*"NEXT architects makes a poetic statement to raise awareness of the impact of climate change and prompts the user to partake in the concept; a prerequisite for impactful contemporary design."*

- International jury Dutch Design Awards 2018

### Services Offered

Architectural services and advice in the fields of:

- Bridge and infrastructure design;
- Housing;
- Public buildings (museums, schools, etc)
- Redevelopment and transformation.

### Unique Selling Points

- Business partner in complex, multidisciplinary (infrastructural) projects
- Experience with local and (inter)national governmental organisations, public and private stakeholders;
- Working from Intense collaboration with contractors to oversee the quality throughout the realisation phase;
- Proactive approach in thinking along with the client to make quality out of financial and technical constraints;
- Focus on placemaking
- Actively seek multidisciplinary collaborations in relation to landscape design and ecology in particular.

We're looking for public and private clients, engineers, urban designers, and landscape architects that work on resiliency and want to add value to our built environment.

## one architecture



**Matthijs Bouw**  
Founder

## One Architecture & Urbanism

One Architecture & Urbanism (ONE) is an award-winning design and planning firm with offices in Amsterdam and New York. Established in 1995, the firm is known for its unique approach in which financial, technical, and organizational issues are addressed and resolved through design.

The office co-led the team that made the 'Big U', the winning proposal in Rebuild by Design for the flood protection of Manhattan. They are now part of the multi-disciplinary teams executing the first phases of this multi-billion transformation of 7 miles of Manhattan waterfront into a coastal defense system with multiple urban benefits, such as parks and new attractions.

After this entry to the US market in 2014, they have become a leader in design for climate adaptation, involved with flagship resilience projects in New York, Boston and San Francisco, as well as in Southeast Asia, where they e.g. support the Asian Development Bank with the integration of resilience in New Clark City, and Latin America, where ONE is the planner in Panama City's Water Dialogues.

One Architecture & Urbanism founder Matthijs Bouw directs the Urban Resilience Certificate Program at the School of Design of the University of Pennsylvania.

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**Suzanne van Tilburg**  
Global Head Corporate Relations  
Banking for Food Center

## Rabobank

Founded in 1898, Rabobank Group is a global financial services leader operating in 38 countries. With the mission "Growing a better world together", the bank's strategy is twofold: Banking for Food – feeding the world sustainably by 2050 – and Banking for the Netherlands – contributing substantially to the welfare and prosperity of the Netherlands.

Rabobank's first international office was opened in 1981 in New York. Now, with 62 U.S. offices, Rabobank offers corporate and institutional banking services across food and agribusiness, trade & commodities and renewable energy; farmer financing through Rabo Agrifinance; leasing and vendor finance through its subsidiary DLL; and supporting more than 400 Dutch companies operating in the U.S. through its International Desk.

In addition to offering financial services, Rabobank also leverages its knowledge and networks. The bank plays a major role in the global F&A innovation ecosystem, empowering promising start-ups through its networking and accelerator platforms FoodBytes! and TERRA. It also partners with leading U.S. universities such as MIT, Harvard and UC Davis to foster agriculture and water management innovation across our global network.

With Rabobank Frontier Ventures we operate a 150 million corporate investment fund investing in growing companies and new business models, often build on emerging (software) technologies in the Fintech and Food & Agri space. Rabobank is a firm believer in open innovation. Seeking active collaboration with small and bigger partners to drive the innovation agenda. With the Rabobank Data4Food Program, Rabobank puts extra effort into stimulating the use of data and AI across the Food & Agri chain.

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## Sempergreen Group



**Oscar Warmerdam**  
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Sempergreen - grower in heart and soul – is an organization that wants to improve the quality of life through innovations in sustainable construction. Sempergreen is a green roof/wall manufacturer that operates globally.

Purple-Roof is not a product but a non-proprietary specification. Purple-Roof was born of 20 years of worldwide experience and exhaustive green roof research. We research before we make claims, and we back up our claims with scientific evidence.

A Purple-Roof should be designed and specified appropriately to the climate based on local rainfall and evapotranspiration rates. While we work on publishing regional specs and details, contact us for a Purple-Roof to fit your climate. We don't like trading one evil for another. Green roofs should provide not only localized benefits but should be good for the planet as well. To the greatest extent possible, Purple-Roofs include natural materials, contain no harmful chemicals such as Formaldehyde. Soil ecology/biology lives in the center of our green roof designs and following the principles of nature minimize the need for man-made input in the form of fertilizer, plant replacement, and weeding.

Economic sustainability is critical to long-term environmental sustainability. We believe the owner should see a return on investment of a green roof, beyond merely meeting regulatory requirements. This starts by using a green roof that is a true stormwater management tool incorporating retention and detention. Such a roof frees up space for maximum real estate potential while realizing all other benefits such as energy savings, biodiversity, habitat creation, and heat island benefits.

## SIM-Cl



**Ida Haisma**  
Principal CEO



**Huib Schrijvers**  
Commercial Manager

### SIM-Cl Holding

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## SIM-Cl Holding

### From in sight to mastering the unknown

SIM-Cl enables the calculation and visualization of the probability of prevention and the possible impact of calamities in relation to each other. SIM-Cl supports an integrated view of all cascading effects, consequential damages and their impact on the built environment. Our advanced simulation platform calculates the most complex scenarios and provides visual insight into them in 3D. You get more control over the unknown.

### How can your organisation profit from SIM-Cl?

SIM-Cl supports you in your risk management. With realistic insights, based on scenario-driven simulations and striking visualizations, you can now conduct data-driven product and portfolio policy that is supported by scientific models and real data. Whatever decision you make, whether you use your own models or those of SIM-Cl, with the simulation platform of SIM-Cl we assure you that your choices are climate proof, resilient and future-oriented.

### SIM | SURE for financial service providers

- Accurate damage calculation of unpredictable events.
- Assigning probability distributions to events and scenarios.
- Calculation of cascading effects and consequential damages.
- Supported by scientifically based algorithms and models.

### SIM | SAFE for emergency services, municipalities and government agencies

- Calculation and visualization of complex scenarios.
- Calculation of cascading effects and consequential damages.
- Supports data-driven decision making.
- Provides insight into the vulnerabilities in each city.

### SIM | SHAPE for designers of tomorrow's world

- Simulation and visualization of complex infrastructures in the built environment.
- Supports the design of resilient smart cities.
- Simultaneous interaction with other actors in one and the same scenario.
- Simulation of different design scenarios.



**Patrick Trentelman**  
Founder and CEO



**Sylvia Trentelman**  
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## Spacetime Layers

### Spacetime Layers is a platform for location-based content.

It's an app with an interactive map consisting of layers of information. It was founded in a primary school classroom and almost immediately took off as a platform for any organization to share information on location.

Spacetime Layers is to location-based content like what Youtube is to video. You wouldn't build a website for your video, you would open a channel on Youtube. Likewise, organizations open an account on the Spacetime Layers web portal to manage their own Layers of content on the interactive map in real-time. The app centers on your location and gives instant access to content of all relevant parties in that place/region.

Since there was no platform in the world that uses location as central aspect of communication, the purposes and deployment started to grow rapidly. What if we could ask citizens to help map disaster areas? How about asking them about their opinion on urban planning and other municipal agendas?

Spacetime Layers can be used for public information, reports, sensor technology (iot), webcams (live feeds), crisis management (real time location of aid workers and crowd-sourcing a map of the disaster areas) and much more. It is even possible to have hidden Layers that can only be accessed with a QR code for internal use.

The power of the concept lays in the shared user base, the real-time content management, the constant innovation you would never get from ordering a single function app for a specific purpose and the possibility to reach out to public in a specified region. The many purposes for Spacetime Layers provide not only a ready platform, but also the reach of the combined user base of all participating agencies and organizations.

Layers of information at any location!

Spacetime connects past, present and future. Join the platform or ask us about white label options.



**Jan-André de Graaf**  
Sales Manager Water Management

Trelleborg seals, damps and protects critical applications in demanding environments. Trelleborg uses its technical leading-edge expertise and applications knowledge to engineer polymers, mainly rubber, composites and plastics. Our applications expertise is based on custom-designed polymer solutions that seal, damp and protect critical applications by being durable, elastic and robust.

For Trelleborg, the Infrastructure construction segment encompasses products and solutions for companies that construct and manage infrastructure, such as Storm surge barriers, locks. Sluices, railways, airports, harbors, bridges, tunnels and large buildings.

Trelleborg Ridderkerk operates in many countries and has more than 28000 staff working around the world. Our activities in the Netherlands comprise Focus on global markets: Civil Engineering, Energy Infrastructure, Dredging and Industry/ Sewage.

### Products and Services Offered

- Engineered products
- Seals for special civil engineering projects like the Rotterdam and St. Petersburg storm surge barriers and the Venice Storm Surge Barrier.
- Service and Installation

### Unique Selling Points

- Trelleborg Ridderkerk supplies a total package concept which includes design/Engineering, Production/Supervision as well as Installation and Service and repair on site.
- We have a very experienced service team, consisting of many and Dutch and foreign professionals, based in the Netherlands and key locations in Asia.
- In-depth market and segment knowledge.

### Profile of Commercial Contacts Wanted

- Engineering offices
- Owners
- Contractors
- Government related companies



## Urban Design ANL



**Amelia Lukmanto**  
Urban Designer

### Urban Design ANL

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### Who is ANL

We operate mostly from The Netherlands and Indonesia and collaborate extensively with other creative industries and with various Dutch engineering Companies such as: Witteveen en Bos and Royal Haskoning-DHV. Our core business is the design of an urban area and the supervision of the construction. We have experience working in various contexts, from the city centres' to rural area. Our expertise is in water related projects, such as waterfront spatial developments. Many of the projects we carry out are for Municipalities and other Government institutions.

### ANL's goal's

To design structures that support climate resilience and create a new environment that fulfil the needs of the resident. We aim to apply sustainability at each step in the design and supervision of all our projects. That is why ANL is participating in this mission. To learn more about climate resilience from other countries and to exchange knowledge on this topic. ANL would like to know more about how to implement climate change resilience in urban design guidelines. Additionally, we would like to know how to manage the realisation process properly in political governance in order to achieve a successful urban vision of climate change resilience.

### ANL's products

ANL carries out projects at various scales, from city block to city or region level. We can deliver various services including: Master Planning/vision, Urban Planning, Urban Constraints, Urban guidelines, Supervision, etc.

### ANL's Unique Selling Points

ANL is specialized in water-related projects including; water residence, floating communities, waterfronts, sea defences and flood prevention. We also stand out for our application of techniques, innovation, and strategy to achieve sustainability grounded projects.



**Jantienne van der Meij-Kranendonk**  
Liaison Officer WaterCampus

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## WaterCampus – Water Alliance

The Water Alliance is a unique partnership of public and private companies, government agencies and knowledge institutes involved in water technology in the Netherlands. The Water Alliance supports the progress of the water technology sector and focuses on innovative and sustainable water technology that can be used worldwide. Water Alliance initiated in 2018 the start of the Global Water Tech Hub Alliance together with globally renown other water hubs (USA, Singapore, Israel, China, South Korea). The six hubs want to work in closer collaboration on the global acceleration of innovative water treatment technologies as an open platform.

The Water Alliance is part of WaterCampus in the Netherlands, which brings together a complete chain of innovation for water technology, from first idea, research & development, specialized laboratories, a water application center, various demo sites, launching customers to international applications with commercial companies. Focused to support innovation from knowledge to business. The international cooperation organized and stimulated by WaterCampus leads to knowledge, talent and entrepreneurship that contribute to solutions for global water problems. It is driven by the idea that technological development and innovation is needed to develop new markets and thus create new business opportunities for the water technology industry. In this way the Netherlands will be the European Water Technology Hub, with its focal point at the WaterCampus Leeuwarden.

Are you interested to hear more? Please contact Jantienne or visit the Water Alliance website [www.wateralliance.nl/en](http://www.wateralliance.nl/en) for more information.

# Other



**Hans de Boer**  
President VNO-NCW



**Louise Beduwé**  
Deputy Director International  
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The Confederation of Netherlands Industry and Employers, known as VNO-NCW is the largest employers' organisation in the Netherlands. It has 150 branch organisations and more than 400 individual enterprises as affiliate members, representing a total of over 120,000 companies.

It covers practically all sectors of the Dutch economy: industry, commercial services, construction, the retail trade and the care sector.

VNO-NCW represents the whole of Dutch industry, from the smallest firms to the largest corporates. It represents 80% of companies with more than ten employees and 95% of companies with over 100 employees and all companies in the Netherlands employing more than 500 staff.

VNO-NCW promotes a high quality business environment and investment climate in the Netherlands, with a view to boosting the competitiveness of Dutch industry.

VNO-NCW's represents the interests of its members by active ongoing contacts with the government, politicians, public authorities, trade unions and non-governmental bodies. VNO-NCW sits on numerous government advisory and consultative committees in The Netherlands, in Brussels and in international bodies as the International Labour Organisation and, through the BIAC, in the OECD.

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## Official Delegation

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