

# Breda Business Update

Newsletter for international business accounts

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## N.V. BrIM participates in trade mission to China

The N.V. BrIM, the municipal N.V. which is responsible for attracting new business activities and the sale of industrial estates in Breda, has hooked up with a trade mission organised by the municipality of Tilburg in conjunction with the Chamber of Commerce.

The delegation consisted of representatives from the government, the Chamber of Commerce and some twenty businessmen. The business community was the object of considerable interest of Chinese businessmen, with over 100 Chinese entrepreneurs eager to meet the twenty Dutch participants. The link between the economic and the administrative mission was particularly operative in opening doors in China. In addition to a number of company visits, the focus of the mission was on matchmaking meetings scheduled in the cities of Changzhou and Nanjing. The meetings allowed Dutch companies the opportunity to hold separate talks with potential business partners. On the basis of predetermined profiles, Chinese businessmen were given the opportunity to show their interest in making the acquaintance of the Dutch. The interest of the Chinese business community in the Central Brabant trade delegation exceeded all expectations. Over 100 Chinese companies were brought into contact with the Dutch entrepreneurs, and business opportunities were sounded out and discussed. The trade sector, industrial sector and automotive sector were the objects of particular interest.

In addition to the successful trade contacts with the Chinese business sector, the participating companies also enhanced each other's business opportunities. A number of companies had already visited China, and the other participants clearly stood to benefit from their experience.

Breda too is researching opportunities to forge economic links with China in a way that will allow both international trade and our local and regional business sector to benefit to the full.



### Colofon

Breda Business Update is an edition of the City of Breda (gemeente Breda) for international business accounts and is issued 4 to 6 times a year.

### Design:

Dedato Designers and Architects

### Photography:

Wessel Keizer, Mariëtte Lemmens en Guido van Liefland

If you have any questions or comments, please feel free to contact us by e-mail: [brim@breda.nl](mailto:brim@breda.nl), for the attention of Mr. Guido van Liefland.

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## On Friday 20 October 2006, the 3rd railway platform was officially put into operation

The completion of the 3rd railway platform has provided the impetus for the construction of a completely new NS-railway station in Breda.

The Dutch Minister for Transport, Public Works and Water Management, Karla Peijs, headed a trial run by the Thalys on the HSL-track from Rotterdam to Belgium, which stopped at Breda's railway station for the official transfer. The Minister transferred the southern section, covering the track between Rotterdam and the Belgian border, of the railway line by means of a symbolic stick passed to the ProRail railway manager. With this gesture, the 3rd railway platform was officially put into use.

The Minister said that the new railway station and its surroundings provide a great opportunity for the city of Breda. Mayor Van der Velden referred to a quote from the first man on the moon, Neil Armstrong, in his speech and said that "the third railway platform may seem like a small step in the development of Via Breda, but for Breda and its region it is the start of a giant step forward".



Gemeente Breda

## Krohne Oil & Gas opened in Breda

Once again, a high-tech company has opted for Breda. This time it is international Krohne Oil & Gas. Krohne Oil & Gas is a classic example of the way in which organisations can successfully carry out research & development and through constant innovations, devise various tailor-made applications for the industrial sector, in this case the worldwide oil and gas industry. Today, Krohne Oil & Gas still has branches in Dordrecht, Eindhoven and Sliedrecht and aims to bring all these branches together in the West-Brabant city of Breda. The company currently provides employment to approx. 110 employees, and within a short period, this number is expected to increase to well over 160 employees, mainly in high-grade jobs. Directly and indirectly this will mean approx. 200 jobs. The offices containing assembly rooms, workshop rooms and test rooms will be built and peopled at Breda's Hoozeind industrial park. The clustering and change of location will involve an investment of approx. € 10 million. On 1 September last, Krohne Oil & Gas opened its gates in Breda!

### Revolutionary systems & innovations

Krohne was founded a stone's throw away from the German Ruhr region in 1921. The city of Duisburg was home to a young and dynamic entrepreneur in the person of Ludwig Krohne. Around this time, he developed a revolutionary measuring system that was capable of measuring the volume, pressure and contents of liquids. The enterprise was subsequently expanded step-by-step in a thorough, German manner. The product range was expanded by flow meters, manometers, hypsometers, pressure gauges and float gauges - in short, too many different products than can be listed. Today, Krohne has not only worked itself up to becoming the world leader in float gauges, but also has an excellent position in the world top three of magnetic, inductive flow meters (number 1 in 2002 and 2004). The range was gradually expanded and nowadays, various applications of Krohne's flow meter are found in the chemical industry, the food industry, the automotive sector, the energy market and the oil and gas industry.

## Electronics giant Samsung opens up in Breda

Samsung Electronics has set up business in Breda. Samsung has taken possession of a large-scale distribution centre at Beneluxpark along the A-16 motorway in Breda in order to house its spare parts for its entire product range. The European distribution centre, complete with offices, will gradually provide employment, both directly and indirectly, to approx. 225 to 250 employees. The distribution centre still in use in Telford, UK, will be closed down at short notice, after which the distribution centre in Breda will be operational at the end of this year. In view of its considerable rate of growth, Samsung expects to be able to expand even further in the city of Breda in the future.

Today, Samsung Electronics has worked itself up to becoming a leading player worldwide in memory chips, telecommunications, digital media and digital convergence technology. In 2005, sales exceeded € 62 billion at a net profit of € 10.3 billion. The company's employees, totalling over 120,000, are active at 90 locations in 48 countries. Samsung focuses on the production, marketing and sale of a wide range of products. Samsung's products include mobile and wireless telephones, digital media players, optical disk drives, DVD players, video recorders, colour TVs, computer screens, printers, fax machines, disk drives, microwave ovens, refrigerators and vacuum cleaners.

For over 20 years, Samsung has managed a European distribution centre for spare parts for its entire product range in Europe in Telford in the UK. From this location all spare parts are distributed to European branches, dealers and consumers. As a result of Samsung's tempestuous growth, the company has exceeded its physical limits at this location, prompting the management to search for an alternative location. A further aspect of influence at the same time was the fact that England was proving to be incapable of operating efficiently from a logistics point of view. Among other things, Eastern Europe was witnessing substantial growth, and the distance from the UK to this area formed an obstacle, and a relatively burdensome cost factor. All things considered, the decision was to go out in search of an alternative location on Europe's mainland. The scoop was focused on West-Europe and at the end of the day, in addition to Belgium, it was the Netherlands that proved to be the most attractive location in terms of costs and logistics. In the south-west of the Netherlands, a number of locations were subsequently assessed and together with Tilburg, Rotterdam, Moerdijk, Venlo, Helmond and Eindhoven, Breda was one of the favourites. In the final analysis, the city of Breda proved to be the preferred option.

## The municipality of Breda has signed a contract with private parties on the development of 'Achter de Lange Stallen'



On 30 August 2006, the municipality of Breda concluded a letter of intent on the 'Achter de Lange Stallen' area. In this contract, the municipal authorities, Bouwfonds MAB Ontwikkeling, Rodamco Europe and the local WonenBrebreg housing association agreed to jointly examine in the coming year if a development of commercial property, apartments and a built parking facility would be feasible at the location of the present car park in Breda's city centre. The redevelopment of the De Lange Stallen municipal monument, a special former military building, is part of this development.

Sjoerd Soeters, who is also the urban planner for the successful Marikenstraat project in Nijmegen, recently presented a sketch plan. The sketch plan serves as a prelude for a more detailed feasibility study.



## Breda's property market on the rise

Breda's entrepreneurs are again optimistic about their operating results. The figures speak volumes. Unemployment in Breda fell for the third quarter in a row, whereas the number of vacancies at Breda's companies increased substantially. We also see this positive picture reflected in our report on the third property market monitor.

Record numbers of properties are being leased or purchased in Breda's office and industrial property market. Vacancy levels have come down again for the first time in years. The number of retail properties has expanded substantially in the past year and vacancy levels have gone down in this property segment as well. The housing market remains tight. As far as housing prices are concerned, homes in Breda fetch one of the highest prices in the Netherlands.

The widening of the A16 motorway has considerably improved Breda's accessibility. The HLS-Zuid [high-speed railway] is being finalised in and around Breda at this time. The fast shuttle link connects Breda with the North-South line of the HSL-Zuid. The construction of the new railway station and planned office developments further boosts Breda's attractiveness as an office city.

The city centre has a strong, regional service function and recreational function. People from West-Brabant as well as the rest of the Netherlands visit Breda's city centre for an enjoyable day of shopping. The three main reasons for people to visit Breda for a shopping spree are the variety of stores, the location and the atmosphere.

The home furnishings boulevard is developing itself into a regional shopping centre. 58% of all expenditure comes from outside of Breda.

In the past, the majority of the industrial estate sold went to companies that were already based in Breda. It was mainly a case of Breda-based companies relocating. Over the past two years, the majority of the new industrial estates were issued to companies that were new to Breda. On 1 January 2006, Breda had 651 hectares in industrial estates, a decrease of 32 hectares compared to the year before.

If you would like to know more about the total property market monitor 2006, please visit < [www.breda.nl/ondernemen](http://www.breda.nl/ondernemen) >

## Administrative cooperation in West-Brabant is gradually taking shape

Nineteen municipal executives from West-Brabant and the municipality of Tholen are contemplating a form of cooperation whereby potentially important strategic issues for the West-Brabant region can be discussed.

Mayors Van der Velden (Breda) and Polman (Bergen op Zoom) have taken the lead in further developing the idea. The importance of the joint venture is not only acknowledged by municipalities - the business community and the social midfield are also pressing for an administratively strong West-Brabant.

A number of top civil servants from the region, the Regiobureau and a communications consultancy agency invested substantial time and energy developing a proposal. The concept was discussed with all municipal executives of the 19 municipalities in Etten-Leur on 12 September last.

A meeting with the councillors of the 19 municipalities from West-Brabant and Tholen take place for 6 December.

The outcome of these meetings will be a cooperation agreement between the 19 municipalities. The agreement is to take effect on 1 January 2007.

### Underlying reasons for coöperation

The changing role and responsibilities of the local authorities, more transparency and globalisation as well as accelerated social dynamics (acquisitions) are prompting cooperation on a regional scale. The situation calls for action now. A number of the themes that the municipalities currently need to consult and co-operate on are:

1. Infrastructure: the developments around the A4 and A16 motorways, the HSL-link and its spin-off on social cohesion, the economy and the quality of life
2. Economy: how should the process industry, tourism and logistics and distribution opportunities be given shape? Should we proceed independently, or do we submit to Antwerp and Rotterdam?
3. Quality of life: social cohesion, small regional centres in more rural areas. What is the impact of economic developments and infrastructural plans on the general public?

The following is a list of concrete examples whereby regional administrative cooperation and joint action are highly desirable:

- extending the A4 motorway
- the problems surrounding the A27 motorway
- the capacity limits of the A58 and A59 motorways
- the ROBEL railway development plans
- the further development of the Moerdijk seaport and the Werkendam inland port
- upgrading the Brabant system of canals

If you would like more information on West-Brabant, please go to < [www.west-brabant.eu](http://www.west-brabant.eu) >



## The Renishaw Group

Renishaw stands at the forefront of automated metrology, the Group's products enabling measurements to be taken to international standards. In recent times, Renishaw has brought its expertise into the dental and neurological medical sectors where its research is contributing to the understanding of how scanning and accurate measurement can help those involved in the analysis of clinical conditions and their treatment.

The original company was formed in 1973 by David McMurtry (now Sir), Chairman and Chief Executive,



Renishaw plc and John Deer, Deputy Chairman, and became a full member of the London Stock Exchange in 1984.

The Group's headquarters is located in Wotton-under-Edge, Gloucestershire, U.K, with additional manufacturing facilities in Stonehouse and Woodchester, Gloucestershire and Dublin, Ireland. The Group has also recently invested in a facility in Pune, India. Over the years Renishaw has established 34 subsidiary companies, providing sales and technical support for the Group's innovative products, in the major markets worldwide. In February 2001 Renishaw created the Dutch subsidiary in Prinsenbeek covering the sales and service operations in the Benelux, which grew on average 25 to 30% per year and its team now consists of 8 specialists.

Traditionally, Renishaw has exported some 90% of its products annually, with sales for the financial year ending 30th June 2006 totalling £M 154.1 (about 223 million Euro). At that time, the Group had over 2000 employees around the globe, of which over 1,400 were based in the UK.

Renishaw has been honoured internationally, including 11 Queen's Awards.

Wherever precision measurement is required, using Renishaw's products ensures that exacting specifications are met, with cost-effective methods.

Renishaw will start the construction of a new building on a splendid sight at Van de Reystraat (parallel to Ettensebaan).



*Merry Christmas and  
a happy Newyear*