Holland Metropole



MIPIM, 10 - 13 March 2020
Boulevard C19.E

Partners of **Holland** Metropole

Public partners



Private partners



Associate partners



Architects



Start-ups



Production and Stand Design: Misteli creative agency

Cover: Project MARK in Utrecht.
New high-rise project currently being developed and consists of 3 towers of 80, 100 and 140 meters.
Artist Impression (© Stadswaarde)

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Intro

Holland Metropole is an alliance between Amsterdam, Rotterdam, The Hague, Utrecht and Eindhoven and the top tier of Dutch real estate development and investment managers in real estate. The aim is to highlight the development and investment opportunities available in the Netherlands' five biggest cities and the area's in between (the region also known as the Randstad and Eindhoven).

All five are well known in their own right, but together they form one of the most successful city regions in the world. As Europe's best-connected region, with many international and innovative institutions and stable economic growth, the Holland Metropole offers investors a worldclass business and investment climate.

We look forward to meeting you at the Holland Metropole stand at MIPIM 2020 (Holland Metropole Pavilion C19.E) where our partners will be highlighting the great investment opportunities they have on offer across all real estate segments.

Deputy Mayor Laurens Ivens, Amsterdam
Vice Mayor Bas Kurvers, Rotterdam
Deputy Mayor Boudewijn Revis, The Hague
Vice Mayor Klaas Verschuure, Utrecht
Deputy Mayor Yasin Torunoglu, Eindhoven

About our stand

Holland Metropole Pavilion C19.E

You are most welcome to join us and network at the Holland Metropole stand. We offer:

- A daily programme of seminars, presentations and debates. Check the website hollandmetropole.com for the latest events
- Plenty of networking opportunities
- All-day catering, free WIFI for partners and guests, and an information desk

Holland Metropole press information
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Our facilities

Presentation screen
There is a presentation screen available for all partners to show their websites, projects, films, etc.

Catering
The bar and catering personnel will be fully at your disposal. The stand will be supplied all day with healthy juices, sandwiches and snacks for your convenience. On Tuesday, Wednesday and Thursday we end the day with the Holland Metropole Drinks party, including authentic Dutch 'bitterballen'.

Storage room
Our partners have access to a storage room for their personal belongings and to recharge audio-visual equipment. The door has a number lock for safety. Our hostesses can provide you with the code. Brochures can be stored and displayed at the information desk area.

Information desk
For information about our partners, WIFI code, the code for storage room, charging your phone, please contact our hostesses in the information desk.

Socials

Follow / like us on social media

Twitter:
@hllndmtrple
#hollandmetropole

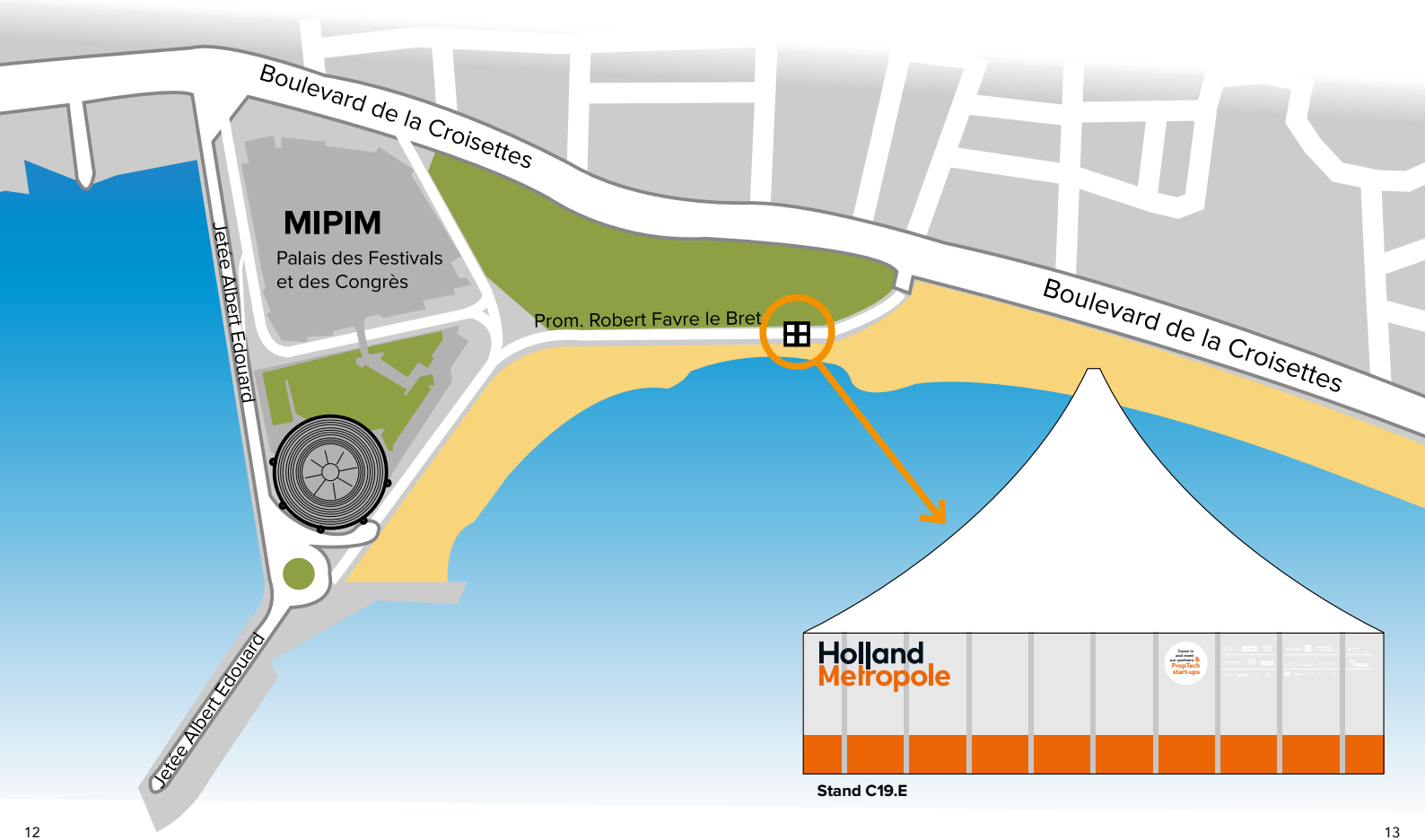
LinkedIn:
https://nl.linkedin.com/company/holland-metropole
#hollandmetropole

Our stand

Holland Metropole Pavilion C19.E



Location Holland Metropole Pavilion



About MIPIM

MIPIM, the world's leading property market, brings together the most influential players from all international property sectors - office, residential, retail, healthcare, sport, logistics and industrial, offering unrivalled access to the greatest number of development projects and sources of capital worldwide. The 31st edition will be held in Cannes, France from 10-13 March 2020.

Whether you're attending as an exhibitor or a visitor, MIPIM gives you unrivalled access to the greatest number of international property leaders, development projects and real estate industry insights. The four-day event includes an extensive conference programme with over 100 seminars, debates, award shows and other networking events. Real estate professionals can share their experiences, expand their networks and stay on top of property and investment trends.

Please visit hollandmetropole.com for an update on the programme at the Holland Metropole Pavilion C19.E and other events organised by the Holland Metropole partners.

Practical information MIPIM

Opening times for visitors

Tuesday 10 March	09.00 - 19.00
Wednesday 11 March	09.00 - 19.00
Thursday 12 March	09.00 - 19:00
Friday 13 March	09.00 - 15.00

Location Palais des Festivals

1, Boulevard de la Croisette
06400 Cannes, France

Location stand

Promenade Robert Favre le Bret
(5 minute walk from Palais des Festivals)
Stand number C19.E

Location partner diner

Le Caveau 30,
45, Rue Felix Faure
Cannes, France

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AM

Conceiving and developing inspiring and sustainable living environments is what drives us. AM is a leading developer of housing estates and district-wide urban centers. We specialize in translating people's changing wishes into new living environments.

Our projects are tailored to the lifestyles of consumers and respect and reinforce the local culture. Thereby we provide for quality of space and quality of life... Inspiring Space! Based in the Netherlands, AM is part of listed Royal BAM Group.



The Urban Interactive District (UID), adjacent to the Johan Cruijff Arena gives Arenapoort in Amsterdam a powerful boost in the development of a dynamic urban area with a high quality of stay where living, working, shopping, meeting and experiencing come together optimally.

Amsterdam

Amsterdam is the cosmopolitan, cultural capital of the Netherlands and its unique, entrepreneurial and creative spirit continues to draw young professionals from all over the world.

The population of Amsterdam is expanding by some 15,000 a year, generating investment in residential developments, offices, business parks and logistics operations. Plans are underway to develop 250,000 new homes throughout the greater Metropolitan region of Amsterdam by 2040. For more information check investinamsterdam.com.



Hamerkwartier: transformation of an outdated industrial area into a vibrant urban living and working environment on the north bank of the IJ.

AREA of PEOPLE

Area of People turns residential buildings into micro-villages. By using our proven community service platform, fueled by the power of self-organization among residents, we offer real estate professionals a new and sustainable operating model.

By means of our community-driven technology and services, we have a demonstrated track record to increase customer satisfaction and operational efficiency in high volume residential locations with diverse challenging dynamics. To maximize full potential and value of residential real estate, we team up with owners, developers, property managers and service partners. For more information visit www.areaofpeople.com



Happy and engaged residents take better care of each other and your real estate.

Bouwinvest Real Estate Investors

Bouwinvest Real Estate Investors B.V. is specialised in managing real estate portfolios for institutional investors. Bouwinvest strives to achieve sustainable returns on behalf of its pension fund clients. We manage €12.9 billion (YE 2019) in assets which are invested in five Dutch property sector funds and three international real estate mandates in Europe, North America and Asia-Pacific.

With 65 years of experience and a heritage rooted in pension funds and the construction industry, we understand the needs of long-term institutional investors and the dynamics of the domestic and international real estate investment markets. Bouwinvest has an experienced team of 190 investment professionals. For more information visit www.bouwinvest.com.



Bouwinvest Real Estate Investors invests in metropolitan areas in six real estate sectors. Picture: Residential investment, Rotterdam, the Netherlands, UP:town.

BPD (bouwfonds property development)

BPD is one of the largest area developers in Europe and active in The Netherlands and Germany. The company operates from over 20 local and regional offices located in these countries. Since our inception in 1946, we have realised the development of over 356,000 homes. These days, more than one million people live in residential areas bearing our clear signature. We provide affordable, sustainable and new living environments.

Our newly built projects are planned according to the latest insights into housing developments and infrastructure. We constantly invest in market research, concept development, process management and financial engineering. We conduct extensive research into consumer desires and needs and choose to involve our consumers in the development of innovative housing concepts, for the generations of today and tomorrow.



Parkbuurt - Holland Park Diemen - a green living area, including 706 sustainable & affordable homes, a large school and over 1,500 m² of facilities.

Bureau Stedelijke Planning

Bureau Stedelijke Planning B.V. (Urban Planning Consultants) is specialised in urban planning of and strategic advice on houses, offices, industrial zones, shopping centers and leisure facilities in downtowns, new towns and urban areas. Bureau Stedelijke Planning has been active for 23 years and has offices in the cities of Amsterdam and Gouda in the Netherlands.

The main focus of our work is turning the wishes and ideas of our clients into viable visions, plans and concepts for projects and area development. We also guide the implementation of these projects and give strategic advice, to help achieve the best results possible. Clients: municipalities, provinces, investors, real estate developers and retailers.



Laakhaven Den Haag: Transformation of an industrial area to a multifunctional and residential area. Market research and planning by Bureau Stedelijke Planning. (Picture: design by OPL Architecten)

Dura Vermeer

Dura Vermeer is a top 10 player in the Dutch construction industry. Dura Vermeer is engaged in the development, engineering, construction, maintenance and renovation of projects in the markets for residential and non-residential, construction and infrastructure.

We operate exclusively in the Netherlands and have 160 years of experience and expertise. Dura Vermeer covers the entire country with a network of independent regional business units. Our customers increasingly require high quality and sustainable solutions and facilities for liveability, housing, working, recreation, mobility and safety. We work together with customers, contractors and others involved in the construction process to build on the best possible solutions based on our brand values: customer-oriented, reliable, team player and inventive.



Noordgebouw, Utrecht. The place for living, working, meeting, sharing and networking all together.

Energetika NL B.V.

Energetika is specialized in energy efficiency solutions.

We combine the newest sustainable technologies with an IoT platform in order to achieve the highest energy savings and at the same time, obtain exact analytics of people, machinery, products and processes.

Our objective is deliver real-time and actionable insights while reducing energy costs for enterprise business. We call this is ENERGY INTELLIGENCE.

With our specialized solutions organisations in different countries are achieving unprecedented levels of operational efficiency and productivity, translated in a competitive advantage.



With our sensor built-in lighting grid and our cloud platform, we digitize the whole building to maximise energy savings. Once the building is energy efficient, we also help our customers to optimize CAPEX and OPEX by delivering real time data of occupancy, climate conditions, asset tracking and total energy consumption.

Fakton

Real People.
Our professionals are driven, inventive and committed, they connect public and private sectors, national challenges and (inter)national funds.

Financial Strategies.
A chain is only as strong as its weakest link. The same applies to the value creation chain. From our financial profession we oversee the business case and all those involved.

Resilient Places.
Resilient cities. Strong communities. Robust real estate organizations. Building upon our expertise and experience in the property market and finance.

Real People. Financial Strategies. Resilient Places.
We achieve success, which are provided by our ventures Fakton Capital, Consultancy, Valuation, Energy, Development and Executives. Fakton unique ecosystem, focused on entrepreneurship and talent development, will help you reach your goals.



Fakton. Real People. Financial Strategies. Resilient Places.

FundStar

Investment managers need tools to create the best scenario's, do real-time reporting to stakeholders or investors and to make sure that their data is correct.

Fundstar completes any decision-making team with real-time scenarios on portfolio performance as well as integral data quality improvements. With a range of automated analytics, we improve the performance of any real estate portfolio or fund.

Cyril van den Hoogen - CFO Altera: "FundStar really connects. We are more in control on the origins of our portfolio performance. Due to the insights that FundStar delivers, interaction on performance outcomes has become easy and effective."



Professional Fund & Portfolio Management reduces workload and increases returns.

Haarlemmermeer

Featuring innovative business parks with green- & brown-field opportunities, global connections and excellent quality of life, Amsterdam Airport City gives you and your business the space to grow. Amsterdam Airport City is the international naming of the municipality Haarlemmermeer, in the Amsterdam Metropolitan Area.

Why Amsterdam Airport City?

- It is the economic top location in The Netherlands.
- It is centrally located with an excellent infrastructure.
- Easily accessible via airport, seaport and digiport. It is the international mainport of The Netherlands.
- It has an optimal business climate due to development and innovation.
- Amsterdam Airport City is the most sustainable municipality in The Netherlands and home to the most sustainable business park in Europe: Park 20|20.

www.amsterdamairportcity.com



Business area Beukenhorst in Amsterdam Airport City. In the background an airplane taking off from Schiphol Airport.

Heijmans

Heijmans is a listed company that combines activities related to property development, residential building, non-residential building, roads and civil engineering in the working areas living, working and connecting.

Our constant focus on quality improvements, innovation and integrated solutions enables us to generate added value for our clients. Heijmans realises projects for private consumers, companies and public sector bodies. In the field of property development we focus on both large and smaller-scale area development projects in urban and out-of-town areas. Examples of our projects are: De Schoone Ley The Hague, De Verbinding (Spaarndammerhart) Amsterdam, The Fenixloodsen Rotterdam and Heijmans ONE, the innovative portable home.



De Schoone Ley, The Hague South: over 600 new homes, non-residential facilities and a parking garage. For more information, visit www.heijmans.nl.

INGY

Ingy turns buildings smart by integrating intelligent sensors in the lighting. This means that once the luminaires are installed in the ceiling, customers have high-quality, energy-efficient lighting and the building is immediately equipped with a wireless mesh network that forms the IoT backbone in the building.

The Ingy solution that turns all sensors into wireless mesh nodes is built around a business model in which the IoT mesh backbone is delivered integrated into the lighting solution. This solution costs no more than a lighting system with PIR lighting sensors, while offering additional value in terms of smart light control and connectivity between the sensors.



INGY value proposition.

KCAP Architects&Planners

KCAP is a leading international design firm specialised in architecture, urbanism and landscape design. We work from offices in Rotterdam, Zurich and Shanghai with more than 100 international professionals and a multi-disciplinary approach on a wide range of projects throughout Europe and Asia.

KCAP is reputed for the development of sustainable urban environments, with buildings and public spaces that enliven and renew the city and create social and spatial cohesion. In our projects, new concepts for living and working, culture, sustainability and infrastructure go hand in hand with social aspects for current and future generations. Designs with the necessary flexibility to manoeuvre within unpredictable and changing circumstances and to adapt to the individual needs of users and new social developments.



KCAP works together with LIFE.NL on the urban densification of HS Kwartier The Hague, the area around Station Hollands Spoor in the Laakhaven development.

MRP Development

MRP Development is one of the largest property developers in the Netherlands with a clear mission: to develop real estate in such a way that everyone feels at home, regardless nationality, culture and background.

MRP Development differentiates with projects that are complex in nature, with the expertise of inner city urban area development and where entrepreneurship is key. The project portfolio has grown substantially and represents about 1,260,000 square meters such as Amsterdam New West, WFC Amsterdam and AMST at Amstel Station - Utrecht Cartesius Triangle, Kruisvaartkade and Post Utrecht - The Hague AnnA (SoZA former Ministry of Social Affairs) and De Zuid, Eindhoven S-West, Waddinxveen and Zoetermeer.



AMST is Amsterdam's new iconic building with a wide variety of residential, social and commercial spaces as well as parking places directly opposite Amstel Station.

Port of Amsterdam

Through the centuries the port of Amsterdam has evolved into one of the world's key international logistics hubs, a renowned metropolitan and innovative port. Interwoven in the city and with Europe's preferred airport, Amsterdam Airport Schiphol, only 10 minutes away, it is a sought after location by many international companies.

The port area offers large plots with flexible lay outs for development and space for various business activities, such as fashion, logistics, super yachting and biobased industry. With its central location and excellent hinterland connections through rail, road and inland waterways, the Amsterdam port offers their customers fast, efficient, reliable and sustainable facilities. As the city of Amsterdam is growing and expanding, our logistic hub Vervoerscentrum is becoming the doorstep of Amsterdam. Combined with a robust and flexible urban logistics infrastructure the Vervoerscentrum is the ideal location for last mile logistics.



Vervoerscentrum – Port of Amsterdam.

Rotterdam

Rotterdam is a young, dynamic and international city with a beating heart. The city on the Maas, is considered atypical in its own country and internationally renowned for its smart port, innovative manufacturing and its unpolished charms.

Whether it is its ever-changing skyline full of audacious architecture, its port that is regarded as the smartest in the world, or the "can do" mentality of its residents, Rotterdam is a town with a pronounced character, energetic and always dynamic. The city authorities are transforming the city centre and port areas into high-quality, modern, sustainable living and working environments. Growing international attention and investments have resulted in a lively and vibrant city.



The extension of the centre across the river.

SADC N.V.

SADC (Schiphol Area Development Company N.V.) develops high quality, accessible, competitive business locations in the Amsterdam Airport Region: Schiphol Trade Park, Business Park Amsterdam Osdorp, PolanenPark, De President, Green Park Aalsmeer and Schiphol Logistics Park.

We offer location advice and help companies to realise their new businesses. We don't just supply mortars and metres. Before developing locations, we survey the requirements of businesses, investors and municipal authorities. What is needed, both now and in the future? What does a business really need to operate successfully?

For us, the transition to a circular economy is a main theme. Schiphol Trade Park i.e. has to become the most sustainable and innovative business park of Europe.



Schiphol Trade Park has to become the most sustainable and innovative business park of Europe.

Syntrus Achmea Real Estate & Finance

Syntrus Achmea is an investment manager specialising in real estate and mortgage investments for institutional investors. With assets under management of more than €24 billion, Syntrus Achmea is the largest real estate and mortgage investment manager in the Netherlands, offering services in real estate sectors in Europe, North America and Asia.

We offer services to over 60 institutional clients (predominantly pension funds) through commingled vehicles, funds of funds and separate accounts. The focus of Syntrus Achmea is on achieving stable income returns and long-term capital appreciation.



West Beat Amsterdam, mixed use building.

The Hague

The Hague is a growing city. The steady stream of new residents is spurred by the presence of numerous international organisations. The Hague is not just the seat of government of The Netherlands, but also one of the most important UN cities in the world.

That's why companies like Shell, Total and Siemens have chosen to locate their head offices here. With the development of The Hague Security Delta, the biggest security cluster in Europe, start-ups and technology firms are also choosing to come to The Hague. Large and small, long-established and innovative: these companies are located in and around the Beatrixkwartier, the second business district in the Netherlands. Easily accessible, close to the historic city centre and just a stone's throw away from the long sandy beach. denhaag.nl/en



Artist impression of the Laakhavens development in The Hague. Entrance Hollands Spoor train station.

UNStudio

UNStudio is a Dutch architectural design studio specializing in architecture, urban development and infrastructure projects. UNStudio stands for United Network Studio, referring to the collaborative nature of the practice.

Throughout more than 30 years of international project experience, UNStudio has continually expanded its capabilities through prolonged collaboration with an extended network of international consultants, partners, and advisors across the globe. This network, combined with our centrally located offices in Amsterdam, Frankfurt, Shanghai and Hong Kong, enables us to work efficiently anywhere in the world. Major current UNStudio projects include Southbank by Beulah in Melbourne, Frankfurt FOUR by Gross & Partners and the Booking.com HQ in Amsterdam.



UNStudio has designed the world's smartest neighbourhood for 'Brainport Smart District' in Helmond.

Utrecht

Central and strategically located at the crossroads of water, roads and railways. Utrecht has been a hub for new developments and learning since Roman times. Utrecht provides a vibrant, creative, inspirational environment for leading innovations making it not only the fastest growing city, but also the healthiest city of the Netherlands.

A thriving city in which citizens, companies, knowledge institutes and the local government combine their strengths to foster a healthy, inclusive society. In the coming years Utrecht will accommodate its growth in the existing urban area, saving the green landscape surrounding the city. Utrecht facilitates developers and investors that are willing to invest in an attractive and healthy city.



Project MARK in Utrecht: new high-rise project currently being developed
Artist Impression (© Stadswaarde)

VERO Digital

For years, we have been visualising the icons of skylines throughout Europe. We are energetic experts providing a full range of visualisation, marketing and IT services for real estate companies. From still images for all project stakeholders to sophisticated digital strategies designed to capture an convert wider audiences.

VERO Digital is a one-stop agency sparing you the trouble of hiring an managing multiple vendors, while accomplishing your marketing and sales goals efficiently and effectively. Our in-house team of visual artists, digital marketeers and software developers are ready to turn your ideas into outstanding digital tools. We create state-of-the-art marketing content and strategies that perfectly showcase your real estate concepts and persuade relevant stakeholders to join the action. 'Living' the brand and branding the living.



The creative digitizer for real estate.

Zuidas Amsterdam

Zuidas is the international urban knowledge and business hub of Amsterdam near the city centre. From Schiphol International Airport you can be in the heart of Zuidas within seven minutes by train.

About 750 national and international companies are already based in the area. Just as one of the Netherlands' largest universities and a prestigious university medical centre. With about 9,000 homes in the future, Zuidas will be Amsterdam's second most prominent housing location with shops, restaurants and cultural activities. In 2019 project Zuidasdok has started. This involves among other things, expanding Amsterdam Zuid train station and widening the A10 motorway, partly underground. The objective is to improve traffic flow and allow new urban development.



A bird's eye view over (part of) Zuidas. (Photo: YourCaptain Luchtfotografie)

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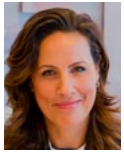
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Project group

The project group consists of professionals representing each participating partner, public as well as private. Their work, in collaboration with Misteli creative agency, resulted in stand design, programme and communication means. The project group is advised by the Knowledge and Strategy group.

Veronique Misteli of Misteli creative agency is both contact person and stand manager during MIPIM 2020 exhibition days.

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