Holland Metropole



MIPIM, 12 - 15 March 2019
Boulevard C19.E

Partners of **Holland** Metropole

Public partners

City of Amsterdam
ROTTERDAM. MAKE IT HAPPEN.
The Hague
UTRECHT
City of Almere
Port of Amsterdam

Private partners

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Bouwinvest
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DURA VERMEER
heijmans
MRP
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SYNCHROON ontwikkelaars
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Associate partners

BUREAU STEDELIJKE PLANNING
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Architects

KCAP
KCAP Architects&Planners
UNS
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Start-ups

HOW
hello energy
octo
perfect place
PHYSEE

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Production and Stand Design: Misteli creative agency

Cover: Laakhavens development in The Hague. Entrance Hollands Spoor train station; new to build towers and public spaces. Artist Impression (©WAX The Hague).

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 2019 (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
- Perfect 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 and the code for storage room, please contact our hostesses.

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



Stand C19.E

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 30th edition will be held in Cannes, France from 12-15 March 2019.

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 12 March	09.00 - 19.00
Wednesday 13 March	09.00 - 19.00
Thursday 14 March	09.00 - 19:00
Friday 15 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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Almere

The Stationskwartier is located in the heart of Almere. Its central location in both the Amsterdam Metropolitan Region and in Almere itself, make it an attractive area for business establishment and housing development.

The Stationskwartier is an important sub-district of the city centre, offering an extensive and distinctive range of residential and work locations. It is an environment of unique natural values, yet superbly accessible due to the presence of Almere Centrum station. In the last 20 years Almere has grown faster than any city in the Netherlands in terms of economy, employment and number of inhabitants. This growth will continue in the coming years, making the Stationskwartier an investment opportunity with increasing potential.



City of Almere Stationskwartier.

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.



De Zalmhaven - Rotterdam: Eye-catching residential tower new 'Scheepvaartkwartier' area.

Amsterdam

Amsterdam is the cosmopolitan cultural capital of the Netherlands and its entrepreneurial and creative spirit has a unique global reach. A strong tradition of innovation, creativity and broadmindedness keeps attracting young professionals and creative entrepeneurs all over the world.

The population is growing by some 15.000 extra inhabitants each year, generating investments in residential developments, offices, business parks, and logistics. In the comprehensive Metropolitan Region of Amsterdam as a whole, some 130.000 residential units will be developed by the year 2025. Amsterdam will be transforming 300.000m^2 office space in the coming years and will issue two new office space tenders yearly.



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

Bouwinvest Real Estate Investors

Bouwinvest is specialised in managing real estate portfolios for institutional investors. Bouwinvest strives to achieve risk-adjusted returns on behalf of its pension fund clients. We manage € 11.3 billion in assets within five Dutch sector funds and three international mandates.

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 real estate investment markets. With our successful track record of managing real estate investments in the Netherlands, we have been able to transfer this winning model to markets across the globe with similarly successful results. For more information visit www.bouwinvest.com.



Bouwinvest Real Estate Investors invests in metropolitan areas in six real estate sectors. Picture: Residential investment, Paris, project Suresnes (AEW).

BPD

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 350.000 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.



Campina Area, Eindhoven, inner city industrial heritage transformation development.

Bureau Stedelijke Planning

Bureau Stedelijke Planning B.V. (Urban Planning Agency) is specialised in market research and urban planning of shopping centers, houses, offices, industrial zones and leisure facilities in downtowns, new towns and urban areas. Bureau Stedelijke Planning has been active for 20 years and has offices in the cities of Amsterdam, Gouda and Eindhoven 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.



Mall of the Netherlands: market research and consulting by Bureau Stedelijke Planning (image: UnibailRodamco).

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.



Pontsteiger, Amsterdam, The power of integrality.

Fakton

We are real estate professionals, delivering finance and strategic boardroom consultation to clients. Our combination of flexibility, personality, and innovation – alongside strong financial and developmental skills – is unique and we are proud of it.

Fakton is a high-end service provider with nearly 40 years of experience with a strong network of domestic and international investors. We combine expert financial management and developmental guidance to bridge the gap between solutions and strategic planning. With the practical knowledge to link our financial know-how to the realty world, we can deliver unique insights and opportunities. With your help, we want to make meaningful contributions to creating resilient urban living environments and vital real estate organisations.



Cartesius Triangle will be developed into a Blue District. Fakton Consultancy supervised the tender process using its renowned 'Verkoop in Dialoog'.

Haarlemmermeer

Airport City Haarlemmermeer: Accessible and centrally located within the Amsterdam Metropolitan Area.

Only 4 minutes away from Schiphol Airport and 20 minutes from Amsterdam Central Station, Haarlemmermeer has been voted the Economic Top Location of The Netherlands for many years in a row. Haarlemmermeer offers an attractive business- and living environment. Home to over 600 international companies, Haarlemmermeer is a great location for new ideas and sustainable innovative activity.

We are proud to be home to Park 20|20, Europe's most sustainable business park which has attracted many international companies such as Asics, Sony and FIFPro.

Haarlemmermeer: The beating heart of the Randstad!



Park 20|20, the world's first full service Cradle-to-Cradle business park.

Healthy Workers

Healthy Workers provides a revolutionary Workplace Data Tool for facility and real estate manager in which workplace and people analytics are combined. We make it possible for companies to take data-driven and strategic decisions to create a tailor made work environment that benefits their employees, their talent strategy and company productivity.

We provide insight into the impact of the physical work environment on the well-being of employees. Based on these insights we help organisations choose the best possible office interventions that match the company goals and the needs of their employees. By monitoring the data in the Healthy Workers dashboard, companies gain insight into the effectiveness of the interventions.



Using the app employees can share their anonymous input and view real-time data of their work environment.

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.

hello energy

hello energy is the leading energy management software to visualize energy & sustainability and activate users of large buildings to be smart with it. This allows you to visually communicate your building's achievements in energy reduction and sustainability.

hello energy is software-as-a-service, fit for all types of devices, and multilingual. By combining energy data with inspiring content, we create useful information flows for you, for your colleagues and for the users of your building. Among our clients are Bouwinvest, Syntrus Achmea and Gemeente Rotterdam. We believe that energy is fun, and sustainability is comfortable. With hello energy, you challenge your building's users to change their behavior and to be smart with energy.



Screen shots of hello energy tool.

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 MAKES SENS on the urban densification of HS Kwartier The Hague, the area around Station Hollands Spoor.

MRP Development

**MRP Development is a leading Dutch developer.
The project portfolio of MRP Development has grown substantially and represents about 1,260,000 square meters.**

Many projects consist of large scale urban developments such as Amsterdam Osdorp, Utrecht Kruisvaart and the former Ministry of Social Affairs in The Hague.
MRP Development has recently been awarded two major tenders in Utrecht and Amsterdam. It also acquired the World Fashion Centre Amsterdam along with the development rights.
MRP Development's core values are quality, sustainability and innovation.



World Fashion Centre Amsterdam.

Octo

Launched in 2014, Octo is the application that brings the right sensor together with all the right algorithms to make smart buildings a reality.

To achieve this, they integrate with third party sensors that measure elements like occupancy, indoor climate, elevator rides and legionella. All aspects that aren't sensible are visually inspected with a drone that generates a point cloud, thermal scan and photographs. The gathered data is centrally collected and analyses in the cloud to calculate the optimal strategy for clients. This saves time and money! Their excellent team consists of 16 people with backgrounds in product development, AI, database architecture, building science and sales.



Octo help's building managers gain insights in the interior and exterior quality through drones, sensors and AI.

Perfect Place

Perfect Place turns data into valuable information. Our mission is to enhance the quality of life and health by realising attractive living and working environments for different target groups.

We analyse data to determine the attractiveness of locations for different target groups. Up-to-date, complete and nationwide data all in one single platform with easy to use products and services save companies time and money. Our product enables companies to make the best investments by reducing the risk and increasing (social) return. With our product we serve companies involved in the development of residential and commercial real estate.



Perfect Place realizes valuable insights by determining the attractiveness of locations.

PHYSEE

In our view, buildings should be energy efficient and human centered. PHYSEE wants to create a future with energy neutral buildings, providing users with increased comfort, productivity and energy saving levels.

We are changing the perspective by introducing the world's first transparent, energy- and data generating windows. By harnessing the power of the sun and gathering data from our sensors, we are transforming buildings into smart, powerful and sustainable eco-systems, giving them a SmartSkin facade. Curious to see our impact on your building? Visit www.physee.eu/check and order a PHYSEEbility Check, our 3D engineering tool in which we assess the potential sustainability and comfort levels of your building. Welcome to true sustainable innovation, without compromise.



Mr. Bill Clinton inspecting SmartSkin, installed at the Goede Doelen Loterij Headquarters (Amsterdam, BREEAM outstanding).

Port of Amsterdam

Vervoerscentrum is strategically located on the junction between the port and the city with direct access to the A10 freeway. As the city of Amsterdam is growing and expanding, Vervoerscentrum is the doorstep of Amsterdam, supplying a robust and flexible urban logistics infrastructure making Vervoerscentrum a thriving area and the ideal location for last mile logistics.
Accessibility: 10 minutes from Amsterdam Airport Schiphol and only 5 minutes from the city centre. Direct access to A10, while public transportation hub Amsterdam Sloterdijk is conveniently close as well.

The Port of Amsterdam is responsible for the maintenance and management of the public area where Vervoerscentrum is situated (Westpoort). The total area of Vervoerscentrum is approximately 45 hectares.



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.



Maritime District: successful combination of water, history and stunning architecture.

SADC N.V.

SADC (Schiphol Area Development Company N.V.) develops high quality, accessible, (inter)nationally competitive business locations in the Amsterdam Airport Region.

SADC was established in 1987 by public and private sector parties eager to utilise the economic potential of the city and airport by joining forces and hence to strengthen the region's competitive position both domestically and internationally.

SADC has four equal shareholders (each holding 25%): the Municipality of Haarlemmermeer, the City of Amsterdam, the Province of Noord-Holland and Schiphol Group.



SADC - The Valley is the central innovation area at Schiphol Trade Park.

SYNCHROON

SYNCHROON is a project development company with its main focus on housing and retail locations in the city. The city inspires us to create an environment that really adds beauty and care for its people and nature. We feel a great responsibility towards social involvement. This target gives our team strength in its pursuit to enhance urban life.

People working at SYNCHROON are fully committed and feel proud to be able to contribute to add beauty and comfort to life in the city. They want to make sure that the city is a wonderful place to live and work. This makes a strong team. The team is always aiming to develop original and powerful projects that surprise and satisfy our clients. With COURAGE and LOVE for the job we want to develop BEAUTIFUL projects we are PROUD of, together and in collaboration with our partners and clients.



Sustainable, green, mixed-use urban area of Pompenburg, Rotterdam.

Syntrus Achmea Real Estate & Finance

Syntrus Achmea RE&F is an investment manager specialising in real estate and mortgage investments for institutional investors. With assets under management of more than € 22 billion, Syntrus Achmea RE&F 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 RE&F 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, founded in 1988 by Ben van Berkel and Caroline Bos, is an international architectural design network with four international offices in Amsterdam, Hong Kong, Shanghai and Frankfurt. We specialise in architecture, interior architecture, product design, urban development and infrastructural projects.

Almost 300 staff from 27 countries are spread throughout the network in a streamlined structure that enables us to spend less time organising and concentrate on designing and collaborating with our clients. UNStudio's current management team consists of Ben van Berkel, Caroline Bos, Gerard Loozekoot, Astrid Piber and Hannes Pfau, closely supported by a strong team of long term Directors and Associate Directors.



UNStudio's Green Spine in the heart of Melbourne - A City within a City.

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.



Wonderwoods Development B.V.

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Project group

The project group - led by Lex Brans - 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.

Titus Ballieux of Misteli creative agency is both contact person and stand manager during MIPIM 2019 exhibition days.

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