Meet the Dutch delegation

Innovation mission

Smart Cities

-New York-

7 – 10 May 2018
This innovation mission is made possible by Trade & Innovate NL, a public cooperation in the internationalization of Dutch industry. Trade & Innovate NL consists of seven regional development organizations (Amsterdam inbusiness, Brabantse Ontwikkelings Maatschappij, Brainport Eindhoven, Economic Board Utrecht, InnovationQuarter, Ontwikkelingsmaatschappij OostNL, Rotterdam Partners) and Netherlands Enterprise Agency (RVO). Trade & Innovate NL is supported by the Ministry of Foreign Affairs and the Ministry of Economic Affairs & Climate.
Dear colleagues,

Cities are the hubs of civilization, where ideas, objects, and values are traded and exchanged. Humanity thrives and flows through here. Through economic and life cycles, some will stay here and for some the journey will take them elsewhere. Urban life is shaped by these flows. Who has? Who seeks? Where do they meet? What comes next? In cities especially there is little stasis, as change is constant.

Cities compete in the world market place, and they also create synergy between them. New York, Stamford, and Boston are each an independent financial hub in the global market, but their economies are also linked. For Rotterdam, Amsterdam, and Eindhoven it is also true: the economies may have different components, but they are also interconnected.

You are on the verge of a three day program focused on the concept of ‘Smart Cities’. Your laboratory for these days is the city that never sleeps: New York. It is my pleasure to welcome you to New York for Smart Cities NYC 2018.

Our focus these days will be innovation, mobility, and circularity. Are we ‘Smart’ enough to compete and to add value? Are we getting out what we put in? Are we harvesting every re-usable resource? Are we taking ‘externalities’, once cast off by economists as incidental byproducts, and instead finding ways to make them inflows? Of course, the Dutch are leaders in these areas, and in many others. But a smart society is more than just the best available technology, seamless transactions, and improved efficiency. A smart society also accepts that we have much, much to learn.

Smart Cities must provide services for all citizens, and not simply to those who can purchase or procure. We also have to make our cities the canvas, available to host other works. For Smart Cities 2018 we are excited to deal with the challenges cities offer to all of us. Through your participation, we look forward to making our own contributions to these discussions and demonstrations.

In addition to our participants representing government, business, and knowledge, we welcome a host of startup and young companies to this week’s program. Together we will explore the ins and outs of the New York and U.S. market place by pitching to investors and learning from experts in a variety of fields.

Civilization can thrive when the fabric of society becomes stronger, woven together. Therefore, let us transform the lasting impressions of the coming days into lasting connections we can cultivate into the future. The Smart City is taking shape before us. We owe it to future generations to contribute what we know already and commit to seeking new solutions together. From our heritage, we have a world of experience to offer. The challenges are many and great – so let us get to work.

Sincerely,
Dolph Hogewoning
Consul General of the Kingdom of the Netherlands in New York
Foreword

Citizens, companies and research institutes worldwide have to find action perspectives concerning two major trends: urbanization and climate change. On a global level, the Netherlands play a leading role in the areas of food, water technology and energy. Through international entrepreneurship, an open and innovative economy and the natural position as ‘gateway to Europe’, the Netherlands have been able to maintain and improve this position.

Smart cities like Amsterdam, Eindhoven and Rotterdam, are setting future standards for excellence, in close collaboration and sharing knowledge with citizens, inventors, artists, developers, research and knowledge institutions and companies. Hotbeds of innovative businesses are springing up across these cities, turning old industrial areas or abandoned office buildings into places to live and work, with attractive surroundings and proper public transport. Closed loop recycling and green energy are rapidly becoming the norm.

The search for solutions to global challenges also requires international collaboration, sharing knowledge and natural resources. We have to do it together. For this reason the City of Amsterdam, the City of Rotterdam and Brainport Eindhoven, joined in the recently formed public partnership Trade & Innovate NL. At this conference we represent The Netherlands, together with the national government and a large number of Dutch businesses. The Netherlands are aiming to be Circular and Accessible. These are pressing issues in our densely populated nation. After all, air, water, traffic and waste flows don’t respect municipal boundaries, and people rarely live, work and play in the same area.

Smart and secure use of big data and efficient public transport connections within and between our major cities are tools we can use to make the economy and society future-proof. In the coming years, Dutch cities will redevelop with proven technology into totally different cityscapes with new forms of local energy and food production, lighting, water use. And most importantly, our neighborhoods will be safe, enjoyable and creative living and working environments. We have to keep in mind that it is not about selling smart technology, but about developing concepts that bring about a change in human behavior.

The economy as we know it will shift into new models, structures and meaningfulness. This shift requires a sufficient and clear public governance, involved entrepreneurship and commitment of our citizens. As leader of this delegation I wish all participants every success!

Ahmed Aboutaleb,
Mayor of Rotterdam
| City of Amsterdam | 8 |
| Amsterdam inbusiness / Amsterdam Trade | 9 |
| Brainport Eindhoven | 10 |

Matching companies from the Brainport Eindhoven region with American companies in the area of Smart City & Smart Mobility.

| City of Rotterdam | 11 |
| Circular Building & Circular Urban Environment | |
| Arup | 12 |

The prime City Consultant.

| Amsterdam Economic Board | 13 |

| Curaçao Investment & Export Agency Promotion (CINEX) | 14 |
| Deloitte | 15 |

Thé hub for innovation in aviation and mobility!

| FABRICations | 16 |

The Sustainability Scan and Masterplan aims to improve cities into healthy urban ecosystems.

| GSC3/Alliander | 17 |

An important challenge for cities and communities is working together and sharing knowledge; this is where GSC3 can lend a hand.

| IoT Living Lab/AMSIXL | 18 |

A unique 2hr hand-ons rapid prototyping workshop to create viable smart and green mobility solutions for international officials.

| IP Exchange Caribbean | 19 |

Intellectual property commercialization & specialist.

| KPN | 20 |

Social Impact Measurement.

| Madaster | 21 |

Madaster is the global online platform for registration of materials and products used in the built environment.

| MetroPolder Company - Polderdak BV | 22 |

The Polder Roof is a smart city solution for climate adaptation by using flat roofs.

| MVRDV B.V. | 23 |

The products of MVRDV’s unique approach to design vary, ranging from buildings of all types and sizes, to urban plans and vision.

| Riab Telematics/Joinsmart.city | 24 |

We are the City: Optimizing communication between Citizens and Local Government.
SEMILLA Sanitation Hubs / Nijhuis Industries
We treat (human) waste water with modular decentral systems and recover water and nutrients for foodproduction.

Space&Matter
How to make a derelict, polluted piece of land into an incremental Circular Urban District?

University of Curacao
Smart Urbanismo Social.

Smart & Green mobility

Atos
Urban Data Management demonstrates the value of repurposing data to serve multiple cases for smart and connected travel.

Bureau Telecommunication en Post
Curacao Small Smart & Safe Nation.

DeliveryBike.com
DeliveryBike is an eco friendly, cost effective and innovative solution for your food delivery service.

Dutch Cycling Embassy
Cycling country no.1 the Netherlands could help you to increase the number of (urban) cyclists within your city, state, country.

Goudappel Coffeng
Using urban mobility planning for more vital, social, sustainable and attractive cities.

InnovationQuarter
InnovationQuarter is the regional development agency for West Holland.

LumiGuide Smart Mobility Solutions
Facilitating a modal shift towards bicycles by providing policy improving data and information with smart algorithms and sensors.

OC Mobility
Helping to get smart and green mobility solutions into the market, i.c. automated public transport.

RAI Amsterdam
Intertraffic is world’s largest and most influential tradeshow in the field of traffic technology and smart mobility.

Tapp
A unique 2hr hand-ons rapid prototyping workshop to create viable smart and green mobility solutions for international officials.

2getthere
2getthere realizes automated transit applications, ranging from Automated People Movers to Shared Autonomous Vehicles.

TomTom Global Content B.V.
TomTom offers many API’s for Smart Mobility, globally from our database with historic & live traffic out of 550 million devices.
TWTG
Connected sensors engineered to fit your business.

United Telecommunication Services
Telecom.

**Startup Bootcamp**

**Gyre**
The Gyre bag is the first smart alternative to the plastic bag, designed to make your life easier, while preventing plastic waste.

**Metabolic Foundation**
Metabolic Foundation uses human-centered design to create localized solutions that leverage open-source technology, the sharing economy, and waste as a resource.

**NOWI**
Nowi is developing a power module which enables Internet of Things sensors to live forever. Simply, Plug & Forget.

**PHYSEE**
PHYSEE uses glass to make buildings smart and sustainable without compromising on the architectural design.

**Sanitronics International BV**
Sanitronics has been working on a revolutionary self cleaning toilet system for the public environment. Where sustainability durability and cost efficiency have been the key factors during the innovation process.

**Vinu**
From Idea to Implementation. Project managers who deliver results.

**Yazamtec**
Enabling safer driving and congestion free streets through the innovative use of Big Data, Artificial intelligence and the Internet of Things.

**Other**

**Embassy of the Netherlands, Washington D.C.**

**Ministry of Economic Development Curaçao**

**The Netherlands Consulate General in Chicago**

**Organization**

**NL Enterprise Agency**

**The Netherlands Consulate General in New York**
City of Amsterdam

Theme: Circular Building & Circular Urban Development

Amsterdam is a key launchpad into the European market, with a stable business climate, diverse talent pool, entrepreneurial mindset and a work-life balance that is among the best on the planet. Citizens and visitors are part of a thriving business ecosystem – alongside cutting-edge startups, international corporations, social entrepreneurs and award-winning innovation.

Although Amsterdam is famous for it’s 17th Century canals, it is also a lighthouse of digital transformation. One of the key programs is Amsterdam Smart City (ASC). Amsterdam Smart City is an innovation platform with an active community that stimulates knowledge exchange between all of the innovators in the city. We do this by facilitating an online and offline community.

On amsterdamsmartcity.com you can find innovative projects executed in the city at this moment, a lot of news around innovation in the city and questions raised in the network. Amsterdam Smart City believes in the power of social and technological innovations but to realize these, it is important for public and private organizations to cooperate. For this reason Amsterdam Smart City is a public-private partnership itself, consisting of 12 partners. Together we are organizing impact on urban innovation in Amsterdam. Join the community by registering on amsterdamsmartcity.com.

Amstel 1
1011 PN Amsterdam
The Netherlands

+31613385247
g.baron@amsterdam.nl
+31651113287
n.schippers@amsterdam.nl
+31641732204
j.goilo@amsterdam.nl
www.amsterdam.nl
Amsterdam inbusiness / Amsterdam Trade

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

Amsterdam inbusiness assists foreign companies with establishing and expanding their operations in Amsterdam and beyond. We can help entrepreneurs create a convincing business case for setting up offices in the Amsterdam Metropolitan Area.

Amsterdam Trade facilitates international business development of companies in the region, by connecting them to international markets and their business opportunities. It organizes and participates in trade missions from the Netherlands to Asia, North America and Europe, with a focus on the Agrifood, Creative, Smart City and E-health industries. It also links foreign delegations to companies in the region. Furthermore, Amsterdam Trade promotes the interests of Dutch SMEs abroad, positioning them in the region and acting as a neutral partner without a profit motive. Amsterdam Trade is an initiative of the cities of Amsterdam, Almere, Zaanstad, Haarlemmermeer, Amstelveen, and the Province of Noord-Holland.

Jodenbreestraat 25
1011 NH Amsterdam
The Netherlands

+31 6 5175 7006
P.De.Kruijk@amsterdam.nl
+31 6 1137 6537
y.goudswaard@amsterdam.nl
https://www.iamsterdam.com/en

Peter van der Kruijk
Deputy Managing Director

Youri Goudswaard
Program Manager
Amsterdam Trade
Brainport Eindhoven

Theme: Smart & Green mobility

Matching companies from the Brainport Eindhoven region with American companies in the area of Smart City & Smart Mobility.

Brainport Eindhoven in the Netherlands is a global centre of high-tech manufacturing, hardware research and industrial design. The City of Eindhoven is often dubbed the Dutch Capital of Technology, Knowledge & Design. Topping the European patent charts year by year by far, Forbes described Brainport Eindhoven as ‘hands-down the most inventive city in the world’. Fortune predicts Eindhoven as ‘the next Silicon Valley’ and The New York Times praised it as ‘the global center of design experimentation’.

According to the European Commission, the Brainport Eindhoven region is crucial for the future development of Europe, because of its strong presence in four out of six Key Enabling Technologies: Photonics, Nano Electronics, Advanced Materials and Advanced Manufacturing. As birth ground of car navigation, Brainport Eindhoven is a global frontrunner in multiple Smart Cities technologies, such as cooperative and automated driving, traffic monitoring, data science, electric vehicle charging and thin film solar.

The Brainport Foundation is an economic board of public authorities, industry and knowledge partners, dedicated to further strengthen the high-tech cluster Brainport Eindhoven. It is world renown for its culture of trust-based close collaboration that speeds up innovation. Its international research platforms are easy accessible and reduce time-to-market of innovations with years. Brainport Eindhoven is home of health electronics giant Philips, Smart Mobility chip manufacturer NXP and ground-breaking lithography company ASML, the sole supplier of chip machines for Intel and Samsung. Without ASML’s cutting-edge technology, the smartphones we have right now would not have existed.

Emmasingel 11
5611 AZ Eindhoven
The Netherlands

+31629007477
j.beelen@brainportdevelopment.nl
https://www.brainport.nl/en/

Johann Beelen
Area Manager USA/Business Developer
City of Rotterdam

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

Rotterdam is the second largest city of the Netherlands with more than 600,000 inhabitants. The opportunities in Rotterdam are diverse: the main port of Europe, the strong international orientation, a diverse economic structure that encompasses the epicenters of all of the top sectors, the presence of four top universities and various colleges of higher education and the proximity of nature areas to the largest city centers ensure that this region has an extremely good position in the international competitive struggle between metropolitan areas.

A city of distinctive character, Rotterdam is energetic and constantly changing. Rotterdam and its inhabitants never shy away from experimentation. Rotterdam is a city where the Make it Happen mentality can be seen and felt. Our city is supported by organizations and people that make a clear choice for Rotterdam and add their own take on the Rotterdam mentality and ‘can do’ spirit.

The Smart City Rotterdam program is working on the smart city of the future. By exploring new urban integral digital applications, in conjunction with the Next Economy Roadmap, Rotterdam will continue to be an attractive city for residents, businesses and visitors in 2018 and the future. The Roadmap’s own tasks and programs are translated into urban tasks, projects and programs and conducted in close cooperation with companies, knowledge institutes and other stakeholders. In doing so, strong efforts are made to integrate all parties.

The City of Rotterdam has special interest and focus on the themes resilient, sustainability & circularity, mobility, energy transition, life sciences & health, clean tech, food and skills for the next entrepreneurial society.

Postbus 6575
3002 AN Rotterdam
The Netherlands

+31610944873
fj.vieveen@rotterdam.nl
www.rotterdam.nl/stadsontwikkeling
Shaping a better world in the built environment.

Arup offers a wide range of services in the fields of creating resilient cities. Among others, in the fields of circular economy, child friendly cities, innovation areas and supporting infrastructure and buildings.

Arup is an independent firm of designers, planners, engineers, consultants and technical specialists offering a broad range of professional services. Through our work we make a positive difference in the world. With a unprecedented level of urbanisation, cities worldwide are facing significant social, economic and environmental pressures and must upgrade their infrastructure to flourish and become more resilient.

Me and my colleagues will help cities do this by further developing our advisory services in urban strategy, planning, economics and finance, and integrating these with our project design and implementation services. We aim to be the world’s best city consultant, a trusted partner and advisor to global city governments, a confidante of developers and a promotor of transformative infrastructure.

In our mission to shape a better world we must shape better cities. Therefore, for many years, we have also developed powerful collaborations with some of the leading thinkers, lobbyists and drivers of city transformation, including the World Economic Forum, The C40 Cities Climate Leadership Group and the Rockefeller Foundation, amongst others.

Naritaweg 118
1043 CA Amsterdam
The Netherlands

+31653576399
Paul.jansen@arup.com
www.arup.com
Amsterdam Economic Board

Theme: Circular Building & Circular Urban Environment

The Amsterdam Economic Board accelerates the transition to a circular economy by stimulating cooperation between business, government and knowledge institutes in our region and internationally.

The present focus is on high-grade recycling of 9 resource flows and the reuse/redesign of products via circular procurement of local government, knowledge institutes and business. Circular demolition and building is one of the key priorities.

Kattenburgerstraat 5, building 002B
1018 JA Amsterdam
The Netherlands

+31626440393
j.m.cramer@uu.nl
https://www.amsterdameconomicboard.com/en
Curaçao Investment & Export Agency Promotion (CINEX)

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

Cinex's main purpose is to effectively attract and assist foreign investors and entrepreneurs throughout the process of seeking and setting up business on the island. CINEX also assists local businesses when seeking to do business internationally.

Our mission is to continuously attract foreign direct investment, as well as to promote and encourage the export of local products and services in order to boost the economic development of Curaçao.

Our services:
- Facilitate business processes (Incl. registration, obtaining permits, licenses etc.);
- Facilitate contact with national and local authorities;
- Facilitate business matchmaking;
- Provide relevant business information.

Pletterijweg 43, Amidos bldg, 3rd Floor
Curacao

+59995600100
Ramon.koffijberg@curinvest.com
www.curinvest.com
Many cities have upgraded their infrastructure, using sensing technology and data analytics to better manage urban assets such as public transit, wastewater systems, and roads. This “connected infrastructure” vision comprises what is known as Smart City 1.0—physical assets networked via sensor technology that generate streams of valuable data from “smart” parking meters, streetlights, and even trash receptacles. For cities that have yet to progress along the smart city journey, this is still a powerful vision. Connected sensors that collect data can help cities to optimize the performance of their physical infrastructure, and are a key part of what it takes to build a smart city.

Today, however, we are beginning to see the dawn of the next generation of urban evolution—Smart City 2.0—as some of the more advanced cities have begun to move beyond mere infrastructure, tapping the wisdom of their residents and visitors. Ultimately, the smart cities of tomorrow will involve not just government, but citizens, visitors, and business in an intelligent, connected ecosystem built on a sensor-based physical infrastructure. Beyond improving infrastructure, Smart City 2.0 focuses on enhancing the citizen experience by operating at the intersection of the 3Ds: data, digital, and human-centered design. The goal is to enable better decision-making through the use of data for all stakeholders—government, business, and residents.

The focus of any smart city should be its people, providing benefits such as:

- A better quality of life for residents and visitors
- Economic competitiveness to attract industry and talent
- An environmentally conscious focus on sustainability

Deloitte’s smart city framework offers a lens through which technology can seed change in six urban domains: economy, mobility, security, education, living, and environment. This framework can help cities as they move along their smart city journey.
FABRICations

Theme: Circular Building & Circular Urban Environment

FABRICations provides a three tier sustainability solution tool for scanning, framing and designing healthy urban ecosystems aiming to vitalize economy, increase life expectancy, connect people, improve resilience, apply sustainable energy resources and circular material flows for governmental institutions, project developers and investors in order to create value and better cities.

FABRICations defines six major urban challenges for sustainable transition in the next two decades. We have developed a comprehensive tool to diagnose the health state of localities in urban regions to be applied on the scale of regions, cities or buildings. This holistic approach distinguishes 6 urban challenges for sustainable transition. Recently we have been testing this sustainability tool in transforming an old prison near the city center of Amsterdam into the neighborhood of the future.

The design of our the so called Sustainability Framework ‘Bijlmer Kwartier’, based on the findings of the Sustainability Scan, aims to increase the lifespan of inhabitants with an additional 3 years. The neighborhood is completely car free, climate adaptive and heated by the cooling water of the nearby data center. The varied offering of mixed residential uses are adjustable to dynamic needs, food waste of households is collected and transformed into energy plus compost, and 98% of the building materials already on the location will be reused.

The crown jewel of ‘Bijlmer Kwartier’, as the neighborhood is called, will be our Sustainability Design for one of the existing prison towers. This building will be transformed into a vertical parc and will function as the beating heart of the plan. The Green Tower will serve as an important meeting place for social gatherings, to learn about circular processes in urban environments, to do sports and to eat and drink healthy food. A public route leads visitors along all circular features that the neighborhood of the future will carry and more. Besides generating energy by transforming waste flows, the Green Tower provides spaces for food production, consumption and education. By excavating the structure of the existing building we will build the highest indoor freeclimbing facility in Europe. The public route leads to the rooftop parc designed as a three dimensional wind garden, finally resulting in the viewing platform on top of the Green Tower, overlooking the Bijlmer Kwartier, the neighbourhood of the future. Energy plus compost, and 98% of the building materials already on the location will be reused.

Tussen de Bogen 18
1013 JB Amsterdam
The Netherlands

+31646084744
ef@fabrications.nl
www.fabrications.nl
GSC3 - Global Smart City and Community Coalition

Theme: Circular Building & Circular Urban Development / Smart Green mobility

An important challenge for cities and communities is working together and sharing knowledge; this is where GSC3 can lend a hand.

One of the most important challenges for cities and communities is working together on the implementation of new solutions and sharing valuable lessons learned. Being it energy, water, mobility or waste related solutions, it is essential to make these solutions sharable and replicable. This is because change in a city or community is costly and can be especially challenging for early adopters and developing economies. Cities around the world need a platform for collaboration, sharing results, insights, and best practices. This is where we can lend a hand.

The Global Smart City and Community Coalition - GSC3 - is a pre-competitive and not-for-profit network organization of cities, communities and regions to share replicable solutions.

The GSC3 has connected cities around the world, and is proud of its eight founding cities, including Amsterdam, Eindhoven and The Hague.

The GSC3 forms consortia that set up re-usable projects that meet the triple bottom line for social inclusion, sustainable ecology and healthy economy.

More information can be found at our website: https://gsc3.city

Alliander
P.O. Box 50
6920 AB Duiven
The Netherlands

+31 6 29587942
bram.reinders@alliander.com
www.alliander.com/en
IoT Living Lab/AMSiXL

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

A unique 2hr hand-ons rapid prototyping workshop to create viable smart and green mobility solutions for international officials.

Amsterdam Innovation Exchange Lab

The goal of this workshop is to introduce city officials from around the world how the Dutch develop quick bottom up and practice solutions. Participants will learn the “Dutch Approach” using simple, affordable and fast techniques to co-create smart & green mobility solutions. This quick experiment will prove how quickly cities can identify, solve and share viable “traffic” solutions globally. Participants of the workshop will break up into smart mobility teams lead by captains of the industry ranging from traffic safety, car sharing, autonomous driving, smart signs, electric vehicles and living labs. City officials are encouraged to take their solutions back to their home cities to demonstrate or develop further with their smart mobility partner(s).

Afroditekade 198
1076 DZ Amsterdam
The Netherlands

+31681944734
paul@iotlivinglab.com
www.amsixl.com
IP Exchange Caribbean

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

*Intellectual property commercialization & specialist.*

IP Exchange Caribbean is the first and only firm specializing in Intellectual asset protection, commercialization and valuation.

We are focused on supporting businesses to iterate intellectual property management strategies and make the most of the intellectual assets –known and unknown. Our commitment is to support your growth, export and market penetration moves, with the clear iteration of the value of your most important assets.

16 Cowper Avenue
College Green
Kingston 6, ST Andrew
Jamaica

+18763232764
kayanne@ipexchangejamaica.org

Kayanne Anderson
Convenor/Principal
Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

Overall framework to measure the impact of Smart City Solutions (KPN products) on society.

Social Impact Measurement

KPN is the largest telecom and IT service provider in the Netherlands. KPN is currently the world’s most sustainable telecom company according to the Dow Jones Sustainability Index. To remain a leading company in sustainability we started a program to further integrate circular economy within KPN to reach our ambition of having close to 100% circular operations by 2025. This is in line with the Dutch government’s ambition to reduce raw material use by 50% by 2030.

As part of an Executive Master Corporate Social Responsibility at the Erasmus University in Rotterdam I’m doing a research on Social Impact Measurement. My aim is to build an overall framework to measure the social impact from our products- and services on society; in particular in the fields of Smart Cities, Health and Circular Economy.

Maanplein 55
2516 CK The Hague
The Netherlands

+31624961294
daan.helming@kpn.com
Madaster

Theme: Circular Building & Circular Urban Environment

Madaster is the global online platform for registration of materials and products used in the built environment.

Our planet is a closed system where all materials have value and should not be wasted. By giving materials an identity, we can use them in our economy. Through registration and documentation using material passports we can reuse materials in a circular economy and eliminate waste.

The Madaster Platform facilitates registration, documentation and valuation of materials used in the built environment to such extent that the material consumption of our economy can last for future generations through circularity and the circular economy.

Waste can be eliminated by giving an identity to materials through documentation and registration. Information about materials and products registered must be available to individuals and organisations as efficiently as possible through a sustainable service that is compliant with data privacy and security requirements.

The Madaster Platform supports automated processing of Building Information Models to ease registration of materials and products. Users pay a yearly subscription fee based on the metrics of the real estate registered. Data is owned by the entity that owns the real estate object and will only be shared on request of the owner.

Oorsprongpark 12
3581 ET Utrecht
The Netherlands

+31652322325
pablo.vandenbosch@madaster.com
www.madaster.com

Pablo van den Bosch
Board Member
MetroPolder Company - Polderdak BV

Theme: Circular Building & Circular Urban Environment

The Polder Roof is a smart city solution for climate adaptation by using flat roofs.

Polder Roof - urban watermanagement on roofs

The Polder Roof is a Dutch innovation to change flat roofs into a water buffer system, controlled by a smart flow control. By measuring rain events and storage capacity we build a network of roofs that help prevent stormwater problems and reduce heat by evaporation.

The MetroPolder Company provides engineering and technique, software and online dashboard to implement this on a larger scale.

We are currently working on a feasibility studies to launch the Polder Roof in NYC (co-funded by RVO Partners for Water) and Washington DC.

Participating in this mission would be a great step in exploring!

Maasboulevard 100
3063 NS Rotterdam
The Netherlands

+31650124162
friso@polderdak.nl
+1 571 245 7772
Brian@Polderdak.nl
www.polderdak.nl
MVRDV B.V.

Theme: Smart & Green mobility / Circular Building & Circular Urban Development

The products of MVRDV’s unique approach to design vary, ranging from buildings of all types and sizes, to urban plans and vision.

Urban planning, landscape design, Architecture, interior architecture

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.

The products of MVRDV’s unique approach to design vary, ranging from buildings of all types and sizes, to urban plans and visions, numerous publications, installations and exhibitions. Built projects include the Netherlands Pavilion for the World EXPO 2000 in Hannover; the Market Hall, a combination of housing and retail in Rotterdam; the Pushed Slab, a sustainable office building in Paris’ first eco-district; Flight Forum, an innovative business park in Eindhoven; the Silodam Housing complex in Amsterdam; the Matsudai Cultural Centre in Japan; the Unterföhring office campus near Munich; the Lloyd Hotel in Amsterdam; the Ypenburg housing and urban plan in The Hague; the Didden Village rooftop housing extension in Rotterdam; the music centre De Effenaar in Eindhoven; the Gyre boutique shopping center in Tokyo; a public library in Spijkenisse; an international bank headquarters in Oslo, Norway; and the iconic Mirador and Celosia housing in Madrid.
Joinsmart.city

We are the City: Optimizing communication between Citizens and Local Government.

Joinsmart.city platform is a new and innovative approach to involve citizen in different city processes (e-participation, e-government, tourism, decision making, etc.). Moreover, it’s enhancing cooperation between corporates and cities.

It has been designed as a result of requests from cities and governments, to better involve citizen in different decision-making processes and to give them a platform to interact and to use connected solutions on their needs and wants.

The following major cases were identified regarding engagement of citizen:

- Citizen are able to share their ideas for future development, they can contribute (and vote) with their ideas and this collective intelligence can be used by the city. How does this work in detail: Citizen register, contribute their idea with foto/video upload, the community votes & comments. In the voting process every citizen can vote once a day. This is an easy approach so that every average educated citizen can contribute. There is best experience with it, making it easy to be part of it.
- Citizen can be involved in vetted decision-making processes to get a real time feedback and to build smart solutions on their needs and wants.
- E-Government solutions can be offered to citizens to simplify and shorten official channels.
- Citizens as well as enterprises benefit from the new infrastructure. As an enterprise, you can do advertising within a minute in the city TV. It is possible to network with others or advertise with special offer coupons, vouchers or gift codes where citizens spare money.
- Local topics such as repair and optimization, sports and gossip are use cases as well which are connected to emotions of the citizen.
- Each city can develop their own use cases on behalf of their citizens.

All these cases contribute to one topic: The city is going to be a medium.
SEMiLLA Sanitation Hubs / Nijhuis Industries

Theme: Circular Building & Circular Urban Environment

We treat (human) waste water with modular decentral systems and recover water and nutrients for foodproduction.

SEMiLLA Sanitation Hubs – WASTE-TO-TASTE

WASTE-TO-TASTE is a circular sanitation hub solution using advanced space technology and includes modular ‘plug-and-play’ technology building blocks such as grey, black and yellow water treatment with more than 30% water savings and recovery of compost and plantfertilizer. The completely self-sufficient solution turns waste (grey, black and yellow water) into taste (food&drinks) towards a circular economy.

SEMiLLA Sanitation Hubs
Kanaalstraat 12b
5347 KM Oss
The Netherlands

+31651534039
peter.scheer@semilla.io
www.semillasanitationhubs.com

Nijhuis Industries
Innovatieweg 4
7007 CD Doetinchem
The Netherlands

Peter Scheer
CEO

www.nijhuisindustries.com
Space&Matter

Theme: Circular Building & Circular Urban Environment

How to make a derelict, polluted piece of land into an incremental Circular Urban District?

Space&Matter is a multidisciplinary spatial design practice based in Amsterdam. By merging architecture, social design, online platforms and systems thinking, the office is constantly pushing the envelope of the spatial discipline.

The office is a forerunner in the field of circularity and creates urban prototypes for resilient and socially inclusive living environments. With these prototypes Space&Matter showcases alternative ways of property and area development that can be made to fit any context.

The most exemplary urban prototype is De Ceuvel, a post-industrial and polluted wasteland transformed into a creative eco-hub. A lush sanitizing garden was planted with soil-cleaning plants (phytoremediation). In this garden sixteen discarded houseboats were retrofitted to offer working spaces to creative and clean-tech entrepreneurs. The project was published globally as the epitome of the circular economy.

Other prototypes include an 1800 sqm. rooftop aquaponic farm in the middle of The Hague (www.urbanfarmers.nl), a kickstarter platform for transforming vacant office buildings into affordable housing (www.crowdbuilding.nl), a self-sufficient floating neighborhood (www.schoonschipamsterdam.org) and the repurposing of 28 vacant bridge control houses into a hotel (www.sweetshotel.amsterdam).

Space&Matter loves undertaking unconventional, sustainable and meaningful projects, which connect people with each other and their built environment. Themes such as community, food and circularity are therefore always high on the agenda. In addition to buildings and concepts, Space&Matter designs online platforms and (offline) processes to involve people in an accessible way in the creative process of making cities livable.

Johan van Hasseltkade 306
1032 LP Amsterdam
The Netherlands

+31641402468
pool@spaceandmatter.nl
+31646113735
haccou@spaceandmatter.nl
www.spaceandmatter.nl
University of Curacao

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

Smart Urbanismo Social.

Smart Cities & Urbanismo Social investigates the performance of infrastructures, environmental technology and systems in relation to spatial quality, environmental sustainability, liveability and the social wellbeing of future cities.

Jan Noorduynweg 111
Willemstad
Curacao

+59995165600
e.erkocu@uoc.cw
www.uoc.cw
Theme: Smart & Green mobility

Urban Data Management demonstrates the value of repurposing data to serve multiple cases for smart and connected travel.

Urban Data Management

Urban Data Management supports the operation, management and security of the connected smart city elements. It accepts data from multiple sources and allows easy repurposing by creation of new data lakes in a hyper converged environment. Urban Data Management is a way for cities to start exploitation and monetization of the city infrastructures (road, communication and grids).

De Zandhoek 16
6731GA Otterlo
The Netherlands

+31630546529
albert.seubers@atos.net
http://atos.net/mycity
Bureau Telecommunication en Post

Theme: Smart & Green mobility
Curacao Small Smart & Safe Nation.

Multisector Regulator

The Smart Nation movement is increasingly becoming an integral part of a country’s strategy to achieve sustainable growth across fundamental areas and opportunities to improve quality of life and efficiency.

Through the integration of ICT solutions across fundamental sectors a balanced socio-economic development is pursued, while ensuring that the needs of present and future generations are still met regarding economic, social, environmental and cultural aspects aiming for economic prosperity, social inclusion and environmental protection, which constitute the foundation for sustainable development.

Bureau Telecommunicatie en Post initiated this movement in Curaçao in 2016 with the conference, “Smart Nation: Curaçao objectives beyond 2020”, and is taking it further by building on the success of the event with the launch of the Curaçao Small Smart and Safe Nation (CSSSN) initiative and open platform through which collective efforts of smart nation stakeholders are rallied to achieve innovative people-centric solutions to address current and upcoming challenges Curaçao is facing. Among smart nation stakeholders, in this context, are generally considered: government, knowledge & research institutes, academia, ICT organizations, NGOs, businesses and the community.

Innovation-led knowledge sharing, partnerships and collaborative ventures form the thread that ties the platform together.

Beatrixlaan 9
Willemstad
Curacao

+59996968248
l.deabreuladeira@burtel.cw
www.btnp.org

Leonardo de Abreu Ladeira
Senior Policy & Market Regulation Advisor

Smart & Green mobility
DeliveryBike.com

Theme: Smart & Green mobility
DeliveryBike is an eco friendly, cost effective and innovative solution for your food delivery service.

Last mile delivery is ready for a new revolution. We deliver it by bike

Getting your orders delivered more quickly and meanwhile save the planet?
Cities all over the world are dealing with an increase of road congestion, pollution levels, noise and safety. And it’s only getting worse. If delivery services want to adapt to these challenges and meet the requirements for a viable future, alternatives for last the mile delivery are required.

We’ve developed our delivery bikes to the most sustainable means for food and parcel delivery. Resulting in lower operating costs, greater flexibility and zero emission transportation for our partners. By doing so we’re successfully engaged as the best mobility partner for the Dutch post delivery service (PostNL) ever since 2009.

Our Delivery Bike reaches speeds up to 25km/h, without the need for a license, can be parked everywhere in a split second, laughs at every traffic jam and makes everybody smile. So if you want to get ready for the future, what are you waiting for?

Afrikalaan 17-a
5232BD ’s-Hertogenbosch
The Netherlands
+31624312683
info@deliverybike.com
www.deliverybike.com
Dutch Cycling Embassy

Theme: Smart & Green mobility
Cycling country no. 1 the Netherlands could help you to increase the number of (urban) cyclists within your city, state, country.

Dutch knowledge and services regarding urban cycling.

The Dutch Cycling Embassy is a public private network for sustainable bicycle inclusive mobility. We represent the best of Dutch Cycling: knowledge, experience and experts offered by private companies, NGO’s, research institutions, national and local governments. To facilitate cycling worldwide as the most modern, efficient and sustainable method of transport we want to share our expertise and technology as the world’s number one cycling country.

The Dutch Cycling Embassy can put you in touch with its extensive Dutch network. Whether your goals involve research, planning, policy-making, product development, manufacturing, construction or building, we can help you find the best possible partners.

We organize ThinkBike Workshops worldwide in cooperation with local city planners and stakeholders to create a safe and enjoyable environment where people enjoy cycling, more info on www.dutchcycling.nl/think/thinkbike-workshop.

Molengraaffsingel 10
2629 JD Delft
The Netherlands

+31651043995
mirjam.borsboom@dutchcycling.nl
www.dutchcycling.nl
Goudappel Coffeng

Theme: Smart & Green mobility

*Using urban mobility planning for more vital, social, sustainable and attractive cities.*

Excellent Cities

In our excellent cities program we use proven Dutch planning principles in urban and regional mobility to create more vital, social, sustainable and attractive cities. These public goals are met in an integrated network approach and supported by smart quantitative tools, that are using any available mobility-data like traffic modelling data, telephone-data, public transport data or traffic management data. In this program we work in durable relationships with authorities, universities and local consulting firms.

Snipperlingsdijk 4
7417BJ Deventer
The Netherlands

+31 651402081
bgovers@goudappel.nl
www.goudappel.nl
InnovationQuarter

Theme: Smart & Green mobility

InnovationQuarter is the regional development agency for West Holland.

InnovationQuarter finances innovative and fast-growing companies, assists international companies in establishing their businesses in West Holland, and facilitates (international) collaboration between innovative entrepreneurs, knowledge institutes and government. In this way, and in cooperation with the business community, InnovationQuarter supports the development of West Holland to become one of the most innovative regions in Europe. A real-life testing ground that inspires metropolitan areas across the globe. Collaboration is a condition for us to be able to achieve our (social) goals.

The presence of knowledge, talent and favorable business locations for companies in the areas of Cleantech, Safety & Security, Horticulture and Smart Industry make this region an ideal landing place for international companies that want to grow.

InnovationQuarter is supported by the Ministry of Economic Affairs and Climate Policy, the Province of Zuid-Holland, Metropolitan region Rotterdam The Hague, the Cities of Rotterdam, The Hague, Leiden, Delft, Drechtsteden, Westland and Zoetermeer, Delft University of Technology (TU Delft), Erasmus University Rotterdam, Leiden University, the Leiden University Medical Center and Erasmus MC and the European Union.

Pr. Margrietplantsoen 32
2595 BR The Hague
The Netherlands

+31612226907
loek.beckerhoff@innovationquarter.nl
www.innovationquarter.eu
LumiGuide Smart Mobility Solutions

Theme: Smart & Green mobility
Facilitating a modal shift towards bicycles by providing policy improving data and information with smart algorithms and sensors.

Responsive Urban Mobility - Smart Bicycle Parking Management System

LumiGuide offers several Smart Mobility Solutions. With our Smart Bicycle Parking System for instance we look at the specific challenges facing municipalities when it comes to facilitating cyclists in finding their way around the city and moving from one form of transport to the other.

How do you manage these bicycle flows and how do you make sure all these cyclists get to where they need to go as quickly as possible? Cyclists need quick and easy access to parking facilities. LumiGuide offers a Smart Bicycle Parking Management System: a bicycle detection system that detects free parking spaces on the one hand, and a bicycle route information system that gives information on the location and number of available parking spaces on the other.

Municipalities can use the data the system generates about the flow of cyclists, the way they navigate to the parking facilities and the way they use the parking facilities to improve the bicycle lane grid, the lay-out of the parking facilities, fast lanes for regular users in paid facilities (automatic check-in), clearing out of abandoned bicycles etc.; basically, to make life easier for cyclists. In this way, we help facilitate a modal shift in the first and last mile, offering responsive urban mobility.

St. Annastraat 198E
6525GX Nijmegen
The Netherlands

+31638822892
monique@lumiguide.nl
+31621585871
ton@lumiguide.nl
+31622800201
cynthia@lumiguide.nl
https://lumiguide.eu

Monique Harmsen
Managing Director

Ton van Lieshout
Finance Director

Cynthia Koning
International Accountmanager
OC Mobility

Theme: Smart & Green mobility
*Helping to get smart and green mobility solutions into the market, i.e. automated public transport.*

Marketing for and organizing smart and sustainable cities.

Projectmanagers for getting the first, and since 1999 still the only autonomous system in the world, to a renewed and extended public transport system on public roads in the region of Rotterdam, the Netherlands. In 2019/2020 the next step will be taken, mixing with other traffic for the first time in a permanent application.

Besides that, we have ample experience with other smart city projects where we help get smart mobility solutions market ready, including automated public transport, in-car solutions, TDM, C-ITS and market research and marketing campaigns for green, smart city solutions. Based on this experience we are experts in helping governments all levels (city, region national, international) take the right steps towards achieving their goals.

Tweelingenlaan, 14
5632AX Eindhoven
The Netherlands

+31655786474
rien@oc.nl
+31657946479
marc@oc.nl
http://www.ocmobilitycoaching.nl/
RAI Amsterdam

Theme: Smart & Green mobility

Intertraffic is world’s largest and most influential tradeshow in the field of traffic technology and smart mobility.

Intertraffic 2020

Intertraffic is world’s largest and most influential tradeshow in the field of traffic technology and smart mobility. With more than 900 exhibitors and 32,000 visitors from 160 countries it has established itself as a top brand and worldwide knowledge platform.

In my role as director traffic technology I am responsible for the brand of Intertraffic. Because of its importance we have shows in China, Mexico, Turkey and Indonesia to help this regions accelerating the connections between today’s and tomorrow’s mobility challenges. Big stakeholders for Intertraffic in Amsterdam like Connect, the Dutch ministry of infrastructure and watermanagement, Public Works and Province of North Holland, work together to present the Netherlands as a frontrunner in the field of smart and green mobility.

With Intertraffic we are part of the newly formed Smart Mobility Embassy and participate in questions of positioning the Netherlands even better the next years. Topics like carbon-reduction, smart infrastructure, mobility as a service, selfdriving logistics, electrification and the accessibility of cities are being discussed in our platform. Our mission is to develop our network even better into the smart cities area. It’s a development which we will embrace the coming years.

Therefore I will join this trip, I am looking forward to enrich my network.

Europaplein 24
1078 GZ Amsterdam
The Netherlands

+31651595111
r.butter@rai.nl
www.intertraffic.com
Tapp

Theme: Smart & Green mobility

A unique 2hr hand-ons rapid prototyping workshop to create viable smart and green mobility solutions for international officials.

Amsterdam Innovation Exchange Lab

The goal of this workshop is to introduce city officials from around the world how the dutch develop quick bottom up and practice solutions. Participants will learn the “Dutch Approach” using simple, affordable and fast techniques to co-create smart & green mobility solutions. This quick experiment will prove how quickly cities can identify, solve and share viable “traffic” solutions globally. Participants of the workshop will break up into smart mobility teams lead by captains of the industry ranging from traffic safety, car sharing, autonomous driving, smart signs, electric vehicles and living labs. City officials are encouraged to take their solutions back to their home cities to demonstrate or develop further with their smart mobility partner(s).

Eliza van Calcarstraat 21
1068 RR Amsterdam
The Netherlands

+31613703135
tom@tapp.nl
www.tapp.nl
2getthere
Business Development

Theme: Smart & Green mobility
2getthere realizes automated transit applications, ranging from Automated People Movers to Shared Autonomous Vehicles.

Automated transit applications

2getthere realizes automated transit applications, ranging from Automated People Movers to Shared Autonomous Vehicles.
The systems are based on over 30 years of experience with automated vehicles in different demanding environments.

The first applications were Automated Guided Vehicles in warehousing environments indoors, serving as a basis for the development of port applications (ECT container terminal) and eventually automated transit applications.

Proostwetering 24H
3543 AE Utrecht
The Netherlands

info@2getthere.eu
+31(0)30 2383570
wessel@2getthere.eu
+14158062382
www.2getthere.eu
TomTom Global Content B.V.

Theme: Smart & Green mobility

*TomTom offers many API’s for Smart Mobility, globally from our database with historic & live traffic out of 550 million devices.*

TomTom API’s for Smart Mobility

TomTom is on a mission to reduce traffic congestion and transform mobility across the world. TomTom’s Smart Mobility API’s can truly contribute to improving our life in cities and out on the road. With our API’s, cities can build applications that will help decreasing congestion, smoother parking, create a better environment, shortening travel time, better planning of roadworks and many more. Check our API’s at [https://developer.tomtom.com](https://developer.tomtom.com). License keys are released upon request and with 2,500 transactions per day for free, developers can start developing and testing straight away!

“TomTom City” is a web portal that provides live and historical traffic and travel information services to help all transport and mobility stakeholders - from consumers through to traffic management experts who are dealing with traffic and congestion in cities. The portal uses traffic information available on a city by city basis to monitor the live traffic situation, identify problem areas, analyzing the cause of the bottlenecks and to influence drivers’ behavior to ease congestion areas and optimize the traffic flow.

The “TomTom Traffic Index” illustrates that congestion is a big issue for many cities around the world, with congestion up by 13% globally since 2008.

Founded in 1991, TomTom has grown from a Dutch-based start-up company into a leading multi-national, global brand with products sold to customers across various markets reaching over 800 million people around the world every day. Numerous cities have adopted our smart mobility solutions, such as Amsterdam, Berlin, Frankfurt and Moscow.

De Ruijterkade 154
1011 AC Amsterdam
The Netherlands

+31654741051
gert.kleijer@tomtom.com
+16692126068
bharat.venkataraman@tomtom.com
www.tomtommaps.com
TWTG

Theme: Smart & Green mobility

*Connected sensors engineered to fit your business.*

IoT solutions for Smart Cities

TWTG is a R&D company focussed on the development of connected hardware (Internet of Things). We have a wide range of portfolio that can be easily implemented for every city worldwide with proven technology.

Next to these we offer our design and engineering services to customize these solutions for a perfect made to measure fit if necessary.

TWTG is a “Oranje Handelsmissie Fonds” winner and would like to participate in this mission in that capacity.

Schaardijk 386
2909 LA Rotterdam
The Netherlands

+31650506513
john@twtg.io
+31648010583
sasa@twtg.io
www.twtg.io
United Telecommunication Services

Theme: Smart & Green mobility

Telecom

UTS is a telecom provider, leader of the Dutch Caribbean Islands, providing a vast portfolio of products and services to its customers, along with an excellent customer experience. This congress will give UTS the possibility to enhance its knowledge on new technologies and standards regarding Smart City solutions which will be adapted to our market with the objective to improve the quality of life of our people.

Berg Arrarat 1
Willemstad
Curacao

+59995301414
p.degeus@uts.cw
+59995115025
s.elias@uts.cw
+59995251619
jdaaltacardozo@uts.cw
+59995240112
jlute@utw.cw
www.uts.cw

Paul de Geus
CEO

Shurmel Elias
Corporate Business Strategist

Juan D’alta
Business Sales Supervisor

Johannes Lute
Business Market Manager
Gyre B.V.

Theme: Smart & Green mobility

*The Gyre bag is the first smart alternative to the plastic bag, designed to make your life easier, while preventing plastic waste.*

Gyre creates impact design solutions to enhance the lifestyle of the conscious consumer of the future.

Our launching product - the Gyre bag - is the first smart alternative to plastic bags. The Gyre bag is a design gadget that folds in one single motion to the size of a credit card, so you will never need plastic bags again. Period.

Enhancing the Gyre bag with IOT tech creates an omni channel wearable, enabling unique new direct marketing and loyalty opportunities for retailers and even mobile payment solutions.

It finally empowers consumers to have a direct impact on a cleaner planet through direct revenue sharing with ocean cleanup organisations, creating an exciting new and stylish way to reduce your impact.

Amstelkade 84
1078 AN Amsterdam
The Netherlands

+316-16864851
+1917-3539004
joost@gyre.nyc
+34647906299
cristina@gyre.nyc
www.gyre.nyc

Joost de Muinck Keizer
Founder and CEO

Cristina Bonillo Martínez
CMO
Metabolic Foundation

Theme: Circular Building & Circular Urban Environment

Metabolic Foundation uses human-centered design to create localized solutions that leverage open-source technology, the sharing economy, and waste as a resource.

The mission of Metabolic Foundation is to empower people and improve cities through the democratization of technology. The foundation is a spin-off of Metabolic Cooperative, a circular economy consultancy in Amsterdam. The not-for-profit started during the research phase for de Ceuvel, an experimental closed-loop community in Amsterdam Noord, when we came to the realization that the same technologies being developed for off-grid circular living could also benefit communities that were excluded from the grid not by choice.

Our first project, Thailab, focused on informal communities in Chiang Mai, Thailand, working on water treatment interventions along an urban waterway. Our second project was a community learning center in Jamaica where we looked at community upgrading using design thinking.

Currently based in Aruba, we now focus mainly on waste as a resource, building our community makerspace using e-waste and aluminum offcuts, and out of which we built a community recycling facility using open-source designs by Precious Plastic. We are now researching the impact of waste on Aruba using open-source environmental monitoring tools. We try to empower people to create the solutions their communities need by working with them to define issues, and leverage / hack technologies using open-source designs to be able to create localized solutions. We think the Caribbean is an urgent place to work on resiliency to climate change and opportunities to prototype solutions that can be owned and built from the ground up.

Flemmingstraat 26
Oranjestad
Aruba

+2976302475
recycle@plasticbeachparty.com
lab@brenchies.com
info@metabolicfoundation.nl
www.plasticbeachparty.com
http://www.brenchies.com

Christie Mettes
Co-founder & Project Coordinator

Tony Sevold
Co-Founder & Technical Coordinator
Nowi

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment

Nowi is developing a power module which enables Internet of Things sensors to live forever. Simply, Plug & Forget.

Nowi Power Module

The Nowi Power Module enables sensors to have an extremely long maintenance-free lifetime. This is achieved by harvesting energy from outside sources such as GSM and WiFi signals, or light and movement. By harnessing these small amounts of energy Internet of Things sensors can be powered without the need for frequent battery changes and impractical cables. Nowi’s smart infrastructure and smart building sensors are showing how this can transform business models throughout the value chain.

Molengraaffsingel 12
2629 JD Delft
The Netherlands

+31643479199
simon@nowi-energy.com
omar@nowi-energy.com
www.nowi-energy.com
PHYSEE

Theme: Startup track
PHYSEE uses glass to make buildings smart and sustainable without compromising on the architectural design.

Based in Delft, PHYSEE is a Delft University of Technology spin-off from 2014 founded by Willem Kesteloo and Ferdinand Grapperhaus. Since then the tech company has successfully supplied various real estate projects, as the Rabobank head-office in Eindhoven and the Goede Doelen Loterij headquarters in Amsterdam, with their electricity- and data generating windows. PHYSEE won the Dutch start-up of the year award in 2014, Europe’s best energy start-up in 2015 and the World Postcode Lottery Green Challenge (EUR 500k) in 2016 and became World Economic Forum Technology Pioneer in 2017. As owner of a growing self-developed patent family and employer of 15+ engineers, the young tech company demonstrates that Research & Development can be exciting and with impact.

Molengraaffsingel 10
2629 JD Delft
The Netherlands

+31622299883
ferdinand@physee.eu
+31655767409
willem@physee.eu
physee.eu
Sanitronics International BV

Theme: Startup track
Sanitronics has been working on a revolutionary self cleaning toilet system for the public environment. Where sustainability durability and cost efficiency have been the key factors during the innovation process.

The Revolving Toilet by Sanitronics, working towards a sustainable sanitary revolution.

The Revolving Toilet is the main product of Sanitronics at this time. This revolutionary toilet system will provide a clean and dry toilet after each visit, within only 20 seconds. The product has been designed from our own experience, the lack of hygienic public toilet solutions has brought the founder of Sanitronics to the development of The Revolving Toilet. Next to The Revolving Toilet Sanitronics has numerous of other self and non self cleaning toilet solutions for the public environment. Around the toilet units that Sanitronics develops and produces, the company is constantly looking towards new solutions on sustainability, durability and customer experience.

The innovative approach has led to a toilet unit that will blend perfectly into the streetview of a modern city, a system that will add value to the experience of visitors in that area, will be cost efficient and easy to control for municipalities, and will provide data and traffic information in relation to a smart city concept. The modular design of the unit allows flexible building as also flexible destruction and re-use of the materials.

Schuttevaerweg 73
3044BA Rotterdam
The Netherlands

+31646344446
goen@sanitronics.eu
www.sanitronics.eu
VINU

Theme: Smart & Green mobility / Circular Building & Circular Urban Environment
From Idea to Implementation. Project managers who deliver results.

We love to work on spatial projects that make a difference. VINU is active in the fields of infrastructure, mobility, public space, regional development, real estate, energy, water and circular economy. We provide project management and consultancy to government and semi-government agencies. Using our Dutch project approach we deliver future proof results.

Sustainable solutions for spatial issues require cooperation and consensus from all those involved. VINU is a specialist in organizing and supervising spatial projects following a participation approach. As ‘builders of bridges’, we look for common values and interests, for possibilities for matching partners who can realize solutions together. Residents, businesses, social organizations, politics and government need to talk to each other. We involve stakeholders in the development of plans at an early stage in the process. This approach is the foundation underpinning a good plan.

Herengracht 20
2312 LD Leiden
The Netherlands

+31627094628
lek@vinu.nl
www.vinu.nl

7215 Bryan Street
Philadelphia, PA19119
USA

+12155860104
swart@vinuamerica.com
www.vinuamerica.com
YAZAMTEC B.V

Theme: Smart & Green mobility
Enabling safer driving and congestion free streets through the innovative use of Big Data, Artificial Intelligence and the Internet of Things.

Smart Parking The Hague

The Hague is one of the most vibrant, attractive and busiest cities of the Netherlands with a growing flow of visitors coming to the city center for sightseeing and shopping. Given the limited street parking capacity, visitors spend unnecessary time looking for a vacant parking place on street, often due to a lack of information and guidance.

This situation is a cause of traffic congestion, air pollution and urban noise (30% of total urban congestion and air pollution according to multiple studies). YAZAMTEC was invited by the city of The Hague to deliver its “Parking Hero” solution in two shopping districts. The solution will use real time sensors data to automate the driver’s journey directly to a vacant parking location on street, therefore helping the drivers to drastically reduce the time spent on the road and as a consequence reduce the overall traffic congestion, air pollution and road risks due to parking stress.

In addition to automated parking navigation, this project will deliver multiple value added services to improve the efficiency of parking patrolling, increase the visibility of electric charging locations, improve the accessibility to people with special needs and improve the shopping experience.

WTC Prinses Beatrixlaan 582
2595 BM The Hague
The Netherlands

+31657818234
infos@yazamtec.com
www.yazamtec.com
Embassy of the Netherlands, Office of Infrastructure and Water Management

The Ministry of Infrastructure and Water Management is committed to improving quality of life, access and mobility in a clean, safe and sustainable environment. The Ministry strives to create an efficient network of roads, railways, waterways and airways, effective water management to protect against flooding, and improved air and water quality.

The ministry’s office at the Netherlands Embassy in Washington represents its interests in the USA, gathers information and stimulates cooperation between US and NL parties on topics that are relevant to the ministry’s mission. Our current main topics are resilience, smart mobility, circular economy and sustainable urban development.

4200 Linnean Avenue NW
Washington D.C, 20008
USA

+1 202 600 6256
Jr.peelen@minbuza.nl
nlintheusa.com
Ministry of Economic Development Curaçao
Sector Economic Development & Innovation

The Ministry of Economic Development of Curaçao gives direction to sustainable economic development of Curaçao in order to realize a higher level of prosperity for the society and stimulates a strong competitive position and high quality production. This is achieved by drafting and implementing optimal economic policies, strengthening the economic structure and effectively responding to domestic and international developments.

The Ministry consists of different sectors focusing on several aspects of economic developments, such as, but not limited to, policy implementation, promotion of businesses and SMEs in particular, capital markets, international fishery, agriculture, energy, creation of employment, knowledge and capacity building, foreign economic cooperation, foreign investments, export, promotion of innovation and business establishment permits. All these areas target long term sustainable macro economic growth and stability.

Pletterijweg 43 (AmiDos Building)
Willemstad
Curaçao

+5994621444 ext 134
robert.hieroms@gobiernu.cw
www.gobiernu.cw
Consulate General of the Kingdom of the Netherlands, Chicago

The mission of the Consulate General of the Netherlands in Chicago, open since 1870, is to promote trade and investment between the Netherlands and the Midwest of the United States. While we respond to requests from all business areas, our own focus is on 6 areas of innovation of relevance for the Midwest and the Netherlands: smart mobility, smart cities, water, agtech & food, medtech & digital health and startups. American companies looking to expand into the European market can also count on assistance with the setting up of European headquarters, sales offices, research centers or logistics facilities.

As one of the world’s most densely populated countries, the Netherlands has many years of hands-on experience in finding innovative solutions to the challenges of urbanization. Dutch companies are working together with government and knowledge institutes in all facets of smart city development: mobility, resilience, sustainability, healthy living, data and information etc. Cities in the Midwest are facing comparable (but not always similar) challenges. We are looking forward to meetings with smart city experts from across the USA to exchange ideas, to find areas for cooperation and to identify commercial opportunities for companies from the United States and the Netherlands.

303 E. Wacker Drive, Suite 2600
Chicago, IL 60601
USA

+13127801301
CHI-EA@minbuza.nl
www.Netherlandsandyou.nl
The Netherlands Enterprise Agency is the executive agency of the Dutch Ministry of Economic Affairs. The Agency promotes sustainable development and innovation, both within the Netherlands and abroad. The aim is to improve opportunities for entrepreneurs and strengthen their position, nationally and internationally.

Through the Netherlands Enterprise Agency both national and foreign organisations may gain access to a broad Dutch network of knowledge institutes, research centres, trade associations, companies and government departments. The agency participates in numerous international platforms and counselling groups. It helps with finding grants, business partners, know-how and compliance with laws and regulations.

You can contact us for information, advice, financing issues, networking and regulatory matters, whether you are entrepreneur, representing a knowledge institute or work for a government body.

Prinses Beatrixlaan 2
2595 AL The Hague
The Netherlands

+31880425250
innovatiemissies@rvo.nl
www.rvo.nl/tmm
Consulate General of the Kingdom of the Netherlands, New York

As part of a U.S.A.-wide network of diplomatic representations, the Consulate General in New York aims to facilitate Dutch companies doing business in the New York area, to expand Dutch Culture in the U.S.A. and provides consular services.

Doing business in and around New York
The economic department is permanently on the lookout for new opportunities for Dutch companies. We build and maintain a large network of local contacts as well as contacts within the Dutch business community. We connect, we inform, we advise, and perhaps most importantly, we promote. Be it by organizing the New York Energy week, Dutch Days, seminars or networking events, we promote Dutch products and business as innovative and reliable. We have especially a lot of experience and contacts in the NY creative start-up community, the NY energy industry and the NY water sector. However we stimulate and assist companies within all sectors.

Dutch Culture U.S.A. (www.dutchcultureusa.com)
The Cultural Department of the Netherlands Consulate General in New York supports and promotes Dutch arts and culture in the U.S.A. It is the first point of contact for everything that relates to Dutch arts and culture and works closely with all major Dutch cultural organizations. Furthermore Dutch Culture U.S.A. facilitates cultural partnerships and the exchange on knowledge in the fields of innovation and creativity.

Living in New York, U.S.A.
Our Consular team provides consular services for Dutch Nationals and various other services, which can be found on the website.

666 Third Avenue, 19th floor
New York, NY 10017
United States of America

+1 646 557 2222
NYC-EA@minbuza.nl
http://nlintheusa.com/

https://www.facebook.com/NLinNewYork
https://www.linkedin.com/company/6496247
https://twitter.com/NLinNY

Maartje Smitshuysen
Deputy Consul General

Carter Craft
Senior Economic Officer

Julia Knoeff
Senior Economic Officer

Zwanette Braggink
Economic Officer

Helen van den Elzen
Management Assistant