

## Montag/Monday, 7. April 2014

### Hall 3, Stand F20, (Holland Pavilion: Theatre)

#### **09:00-09:25 Opening Holland Partner Country Pavilion**

Opening of the Holland Pavilion by Chancellor Angela Merkel and the Prime Minister of the Netherlands, Mark Rutte

Organizer: Netherlands Enterprise Agency / RVO

Contact: Sandra Pompe  
E-mail: Sandra.pompe@rvo.nl

### Hall 3, Stand F20, (Holland Pavilion: Theatre)

#### **09:30 – 10:15 Tedx inspired pitches**

English Dutch solutions covering global challenges

Every day three inspiring Dutch solutions will be presented that can change the world. Amongst other things these short pitches show amazing new possibilities to generate energy, new ways of transport and other technological innovations

Today the TEDx inspired pitches are given by :

- **Jeroen Rondeel**, Van de Wetering BV, Flora Fluids (TEDx Binnenhof);  
Blue Innovation:

Plants have always been a great source of nutrients for animal and man, but always at the cost of the plant itself. Jeroen Rondeel has developed a technique with which he can “milk” the nutrients from plants without causing too much damage to them. After 3 weeks the plants will have healed sufficiently to be milked again.

- **Marco Oomen & Robbert Sakko**, HeatMatrix (Oranje Handelsmissie Fonds);

Waste heat

A significant amount of waste heat remains unused due to the limited applicability of existing metal heat exchangers. The HeatMatrix plastic heat exchanger overcomes these limitations and enables energy savings of up to 5% of the global annual energy requirement for heat production.

- **Jeffrey van der Berg**, Flowid (TEDx Binnenhof);

Turning the chemical industry upside down

The days of big manufacturing plants are over and the future lies in a lot of small factories. Materials need to be produced where the materials are available and needed (close to the end-users). The same goes for ingredients and additives. At the moment, these materials, ingredients and additives are produced in extremely big plants. In the near future, this can be done on a much smaller scale. Safe, sustainable and flexible.

Organizer: ING Bank / FME-CWM  
Contact: E-Mail: [peter.verheij@ing.nl](mailto:peter.verheij@ing.nl)  
E-Mail: [diana.vergeer@fme.nl](mailto:diana.vergeer@fme.nl)

Halle/hall 4, Stand E50

**10:00 – 17:00 Suppliers Convention**

**Cross-sector lecture and discussion forum**

**Partnerland Holland - Ein starker Handelspartner**

Partner Country Netherlands - a strong trading partner  
Wirtschaftlich und wirtschaftspolitisch sind die Niederlande einer der stärksten Partner Deutschlands und lagen 2012 auf Platz zwei der wichtigsten Handelspartner. Mit seinen hochspezialisierten mittelständischen Unternehmen ist der Maschinen- und Anlagenbau der am schnellsten wachsende Industriezweig. Hervorzuheben sind auch die starke Stellung in den Bereichen erneuerbare Energien und Energieeffizienz sowie eine führende Position in der Offshorewindenergie. Wie kann sich die Zulieferindustrie dort stärker einbringen? Worauf ist bei Investitionen und Verträgen besonders zu achten?

**Partner Country Netherlands - a strong trading partner**

*Germany and the Netherlands maintain strong economic ties. In 2012 the Netherlands ranked as Germany's second most important trading partner. Consisting primarily of small and medium-sized enterprises, the Dutch mechanical and plant engineering industry is the country's fastest growing sector. The Netherlands also occupy a strong position in the area of renewable energy, energy efficiency and off shore wind power. What contribution can the component supply industry make in this context? Which aspects should be borne in mind when planning investments and drawing up contracts?*

10:45 - 11:00 **Begrüßung und Eröffnung / Welcoming address and opening**  
Deutsch Dr. Theodor L. Tutmann, Vorsitzender, Arbeitsgemeinschaft Zulieferindustrie (ArGeZ)

11:00 - 11:30 **Erfolgsfaktoren für die Niederlande**  
Deutsch Johan Spijksma, Leiter Absatzberatung, Niederländisch-Deutsche Handelskammer

11:30 - 12:00 **Deutschland und Holland: Gemeinsam Weltklasse!**  
Deutsch Peter Kerstjens, Geschäftsführer, Addit Contract Manufacturer BV

12:00 - 12:30 **A paradigm shift in the Dutch industry**  
English Marc Hendrikse, Geschäftsführer, NTS Group

12:30 - 13:00 **Brainport Industries: An integrated supply chain**  
English John Blankendaal, Geschäftsführer, Brainport Industries

13:00 - 13:30 **Supply market Netherlands –Dutch-German cooperation in practice**

- English Enrico Kretschmar, Geschäftsführer, Gateway to Germany
- 13:30 - 14:00 Mittagspause / Lunch break
- 14:00 - 14:45 **Podiumsdiskussion**  
Deutsch Mehr Vorteile durch industrielle Netzwerke  
Johan Spijksma, Leiter AbsatzberatungNiederländisch-Deutsche Handelskammer  
Peter Kerstjens, Geschäftsführer, Addit BV  
Enrico Kretschmar, Geschäftsführer, Gateway to Germany  
Richard Schuitema, Project Manager,Royal Metaalunie  
Moderation:  
Dipl.-Ing. Werner Götz, Chefredakteur Industrieanzeiger
- 15:00 - 15:30 **Niederländische Supply-Netzwerke aus deutscher Sicht**  
Lucas Wintjes, Vizepräsident, Bosch Rexroth
- 15:30 - 16:00 **Verträge schließen mit den Niederlanden - Rechtsunterschiede**  
Deutsch Esther Tromp, Rechtsanwältin, Boels Zanders Advocaten
- 16:00 - 16:30 **Netzwerk Grenzenloser Maschinen- und Anlagenbau (GMA) – Gelebte niederländisch-deutsche Zusammenarbeit!**  
Deutsch Thomas Melchert, stv. Geschäftsführer, Wirtschaftsförderung Handwerkskammer Münster
- 16:30 - 17:15 **Aussteller vom Gemeinschaftsstand „Grenzenlose Zulieferkompetenz“ zeigen Erfolgsbeispiele auf**

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**11:00 – 12:00 Nano and Netherlands High Tech Country**

English Which new trends in nanotech will impact industry and new opportunities in science and innovation

Round table discussion: amongst others with prof. dr. ing. Dave Blank.  
Dave Blank, MESA+ Institute for Nanotechnology:

Organizers: ScienceGuide,  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)

Halle/hall 13, Stand F20 (Business Forum 1)

**11:00 – 14:00 Business Summit - The Future of Industry**

Auf der HANNOVER MESSE findet jährlich mit aktiver Beteiligung von Verbänden und Wirtschaftsunternehmen das Business Summit unter der gemeinsamen Federführung des jeweiligen Partnerlandes und des Veranstalters

statt. Das diesjährige Business Summit wird vom BDI (Deutschland) und der FME (Niederlande) organisiert. Dabei liegt der Fokus auf die künftigen Anforderungen an die Industrie, sowohl in der Produktion (bedingt durch die Herausforderungen der globalisierten Wirtschaft sowie Industrie 4.0) als auch im Handel (angesichts geopolitischer Entwicklungen sowie der TTIP). Beim Summit tauschen sich hochrangige Sprecher aus Politik und Industrie beider Länder aus.

*Every year the Business Summit at the Hannover Fair is organised by the private sector organisations of the host and the partner country. This year BDI and FME (Netherlands) joined forces to organise a Business Summit which focusses on the future challenges for the industry, in both manufacturing (global challenges and Industrie 4.0) and trade (geopolitical changes and the TTIP). High-level political and business speakers from both sides of the border will share their view.*

|                             |   |
|-----------------------------|---|
| Veranstalter/<br>Organizer: | FME-CWM (Dutch Technology Industry Association)   |
| Partner:                    | Deutsche Messe<br>Bundesverband der Deutschen Industrie e. V. (BDI) /<br>Verband Deutscher Maschinen- und Anlagenbau e.V.<br>(VDMA) / Zentralverband Elektrotechnik- und<br>Elektronikindustrie e.V. (ZVEI) |
| Sprache/<br>Language:       | Deutsch - Englisch (Simultanübersetzung)<br>German - English (simultaneous translation)   |
| Teilnahme/<br>Attendance:   | Die Teilnahme am Summit ist ausschließlich für geladene<br>Gäste<br><i>An invitation is required to subscribe for this event.</i>   |
| Kontakt/<br>Contact:        | Patrick Walison<br>FME-CWM<br>Tel: +31 (0)79 3531280<br>E-mail: <a href="mailto:patrick.walison@fme.nl">patrick.walison@fme.nl</a>  |
|                             | <u>Anmeldung/Registration</u><br>Kathrin Schmidt<br>Deutsche Messe AG<br>Tel: +49 (0)511 89-31106<br>E-mail: <a href="mailto:kathrin.schmidt@messe.de">kathrin.schmidt@messe.de</a>                         |

**Concept Program**  
11:00-12:45

Angela Merkel, Chancellor of the Federal Republic of Germany  
(To be confirmed)

Mark Rutte, Prime Minister of the Kingdom of the Netherlands  
(To be confirmed)

Ineke Dezentjé Hamming-Bluemink, President of the Dutch technology industry association (FME-CWM), and Board Member of the IHK Netherlands

**Global Challenges, Smart Solutions: The power of the Dutch technology and the strength of the German-Dutch relationship**

Dr. Eberhard Veit, CEO Festo AG & Co. KG and Board Member VDMA

**Future challenges for the Industry: technical developments and new technologies**

Peter Wennink, CEO of ASML Netherlands

**The cutting edge of technology and the importance of (international) cooperation**

Thomas Donohue, President and CEO, U.S. Chamber of Commerce

**Geopolitical changes and the importance of transatlantic ties and TTIP**

Dr. Wolfram von Fritsch, CEO Deutsche Messe AG

**Rounding up and highlights at the Hannover Fair**

12:45 – 14:00

**German-Dutch Business Lunch**

Hall 3, Stand F20 (Holland Pavilion: Holland Theatre)

**11:30 – 12:30 Lecture and Animation movie**

English **Netherlands solutions from space for global climate challenges**

*Tropomi: Monitoring air quality from space at city level*

Die Niederlande haben eine lange Tradition bei Raumfahrtinstrumenten zur Erdbeobachtung. Das innovativste Instrument TROPOMI ist derzeit in der Entwicklung und steht vor der Markteinführung im Jahr 2015 auf der ESA-Satellit Sentinel-5-Precursor. TROPOMI, das Troposphären Ozon Monitoring Instrument, wird eine wichtige Rolle in der weltweiten Klimaforschung spielen und indirekt helfen, sich den Herausforderungen in den Bereichen Mobilität und Gesundheit zu stellen. Mit seiner einzigartigen Fähigkeit, zwischen die Wolken blicken zu können, wird das Instrument in der Lage sein, die Luftqualität auf Stadtebene zu überwachen. TROPOMI ist eine Kooperation von Dutch Space, SRON, KNMI und TNO im Auftrag der NSO, der Raumfahrt-Agentur der niederländischen Regierung.

*Tropomi: Monitoring air quality from space at city level*

*The Netherlands has a strong tradition in space instruments for earth observation. Currently the Dutch-Finnish OMI instrument is the best instrument*

*worldwide to monitor air quality from space. The new innovative instrument TROPOMI, is currently under development and ready for launch end of 2015 on the ESA satellite Sentinel-5-Precursor as part of EU's Copernicus satellite Program . TROPOMI, the Tropospheric Ozone Monitoring Instrument, will play an important role in air quality and climate research by unprecedented monitoring of emissions worldwide, which is important information for air quality and climate policy. The instrument will indirectly help to master the challenges in the areas of mobility and health, by operational products like air quality forecast and volcanic eruption information for aviation control. With the instrument's unique (sub)city scale spatial resolution, the instrument will be able to monitor air quality at (sub)city level. TROPOMI is a collaboration of Dutch Space, TNO, KNMI and SRON by order of NSO, the space agency of the Dutch government.*

*At the Hannover Messe an overview of the Dutch capabilities in this type of space instrumentation will be shown. Fascinating examples of the current and future use of this type measurements in the field of air quality and climate will be presented, as well as a preview of the instrument and an impressive animation.*

Lecture by Ms prof. dr. P.F. (Pieternel) Levelt, Head Climate Observations, Royal Netherlands Meteorological Institute (KNMI) / Technical University Delft

Organizer: Netherlands Space Office

Co-organizers: Royal Dutch Meteorological Institute (KNMI) / Dutch Space / TNO / SRON

Contact: Jasper Wamsteker  
Tel: +31 (0)6 52525914  
E-Mail: j.wamsteker@spaceoffice.nl

Hall 27/Halle 27, Stand G85, Forum Mobilitec

**11:30 -13:00 Forum discussion: Future perspectives of E-mobility – Industry and Politics in dialogue.**

### **Zukunftsperspektiven der Elektromobilität - Industrie und Politik im Dialog**

Pitch: Mr. Bert Klerk,  
Chairman of the Netherlands public-private platform on e-mobility the formula e-team`

Participants: Professor Franck Rieck, Representative of the Netherlands in AVERE, Rotterdam University

Organizer: National Platform Elektromobilität und Verband Deutscher Maschinen- und Anlagenbau

Hall 3, Stand F20. (Holland Pavilion: Glazen huis)

**12.30– 14.00 - E3 SLIM knowledge sharing**

English      Sharing knowledge and experience on Smart Lighting In Metropolitan areas (SLIM) with the cities of Amsterdam, Rotterdam, Eindhoven and Philips, Cisco, Alliander and TU/e Lighting Institute

Eindhoven, Rotterdam en Amsterdam will develop intelligent lighting solutions for public space in collaboration with the TU/e Intelligent Lighting Institute, Philips, Cisco and Alliander. The parties have signed the covenant Smart Lights in Metropolitan Areas (SLIM). The three cities will run pilots with intelligent lighting in public areas. During this presentation we present the concept of SLIM and projects.

Contact:      Niels Cannegieter / Guus Sluijter  
Co-ordinators City of Eindhoven  
E-Mail: [niels@thincahead.nl](mailto:niels@thincahead.nl)

Hall 3, Stand F20 (Holland Pavilion: Theatre)

**13:30-14:00    Trikke presents eV6, the solution for I-mobility**

English      Urban transportation is an increasing problem in European cities. While e-Mobility is seen and promoted as an alternative transport, the emphasis still lies on hybrid and electric cars. This leads to more congestion and parking hassle.

**Made in Holland and rolling into Germany**

In a spectacular show the Trikke eV6 will be presented

Organizer:      Trikke Europe

Contact:      Pieter Dekker  
Tel: +31 (0) 6 2425 1449  
E-mail: [pieter@trikke-europe.com](mailto:pieter@trikke-europe.com)  
<http://trikke-europe.com>

Hall 3, Stand F20 (Holland Pavilion: Theatre)

**14:00-14:30    Workshop; “Introduce your product to the international market, with the biggest impact”**

English      How to present a technical product to the international market, creating the biggest impact”

Innovative companies often encounter difficulties when communicating their product clearly to stake holders and their market. In this workshop knowledge and experiences will be shared on how to create the biggest, remaining impact on your public. An impact that will eventually lead to commercial success.

Speakers:      - Ton Kuper and Ton de Haan, CEO & CCO C4Real  
- Bert Ipema, Account Director Innovation & Product development TNS Nipo)

Organizer: C4Real  
Contact: Ton de Haan  
Tel: +31 (0)857 730 733  
E-mail: [tondehaan@c4real.nl](mailto:tondehaan@c4real.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**14:30 – 15:30 High Tech Hero- Lecture**

English The importance of fundamental research for innovation and the development of the high tech industry

Lecture by prof. dr. ing. Dave Blank, MESA+ Institute for Nanotechnology:

Organizers: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
Tel: +31(0) 20 428 5371  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)  
[www.scienceguide.nl](http://www.scienceguide.nl)

Hall16, Metropolitan Solutions (Global Town Hall)

**14:30-15:15 Panel City Business Dialogues**

English Panel discussion.  
With a contribution of Alexandra van Huffelen, Vice Mayor for Sustainable Development, Inner City and Public Spaces at City of Rotterdam, Netherlands and Member of the ICLEI Global Executive Committee

Organizer: ICLEI Global Town Hall

Contact: Hidde Baars  
[Hidde.baars@minbuza.nl](mailto:Hidde.baars@minbuza.nl)

Hall 3, Stand F20 (Holland Pavilion: Holland Theatre)

**15:15 – 16:00 Closing the Plastic Cycle; building the new supply chain for re-use polymeric materials**

English

|              |  |
|--------------|--|
| 15:15 -15:30 | <b>What are the challenges?</b><br>The re-use of plastics back into consumer products has many challenges. Quality of material, processing techniques and design of products need to be re-invented. |
| 15:30 -15:45 | <b>What have we achieved?</b><br>Over 30 enterprises and scientific institutes work actively together to achieve broad re-use of recycled plastics back into industrial products.                    |



15:45 -16:00      **How can you join?**  
Polymer Science Park is preparing a broad program to develop mature supply chains for recycled polymer materials and is looking for strategic industrial partners

Organizer:            Polymer Science Park

Contact:                Ir. E.D. Kooijman, managing director PSP  
Tel: +31(0)38 8534810  
E-mail: [e.kooijman@polymersciencepark.nl](mailto:e.kooijman@polymersciencepark.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)  
**16:00 – 16:45 Fastned. Everywhere along the Highway**

English                Fastned realizes and operates fast charging-stations along the highway. In the Netherlands 201 concessions were acquired to build charging stations on existing service-areas, providing countrywide freedom to the eclectic car.

Presentation followed by book launch *'The Fastned Story'* and open discussion.

Speaker:                Bart Lubbers

Organizer:                Fastned B.V.

Contact:                Lisa Haenitsch-Saxe  
Tel:    +31 (0)20 705 53 10  
E-mail: [lisa.haenitsch@fastned.nl](mailto:lisa.haenitsch@fastned.nl)

Hall 3, Stand F20 (Holland Pavilion: Powered by Dutch Technology Wall)  
**16:15 – 16:30 Official kick-off of 'Ask the Dutch'**

English:                What do all groundbreaking innovations have in common? They started with a clear question. A clear question forces us to look at things differently. It's the spark of every innovation process. We would like to ask you... what's your question for the Dutch technological industry? Ask the Dutch.

Speaker:                President Dutch Technology Industry Association FME-CWM, Ineke Dezentjé Hamming-Bluemink

Organizer:                FME-CWM

Contact:                Diana Vergeer  
E-mail: [Diana.vergeer@fme.nl](mailto:Diana.vergeer@fme.nl)

Hall 3, Stand F20 (Holland Pavilion: Powered by Dutch Technology Wall)

**16:30 – 17.00 Drinks, Powered by Dutch Technology**

English      Drinks and VIP event  
                 Invitees only

Organizer:                      FME-CWM

Contact:                        Tara Kolk  
   E-mail: Tara.kolk@fme.nl

Hall 4, Stand E40 Holland Industrial Supply

**17.00 – 18.00 Holland Industrial Supply,  
Cocktail reception**

enjoy delicious and special made cocktails

**Organizer: Koninklijke Metaalunie**

Hall 2, Stand D10 (Holland High Tech House)

**18:15-22:00 Night of Innovation**

Exhibitors from hall 2, Research & Technology invite trade visitors and exhibitors from other trade fairs to experience various fascinating presentations, shows and discussions affording insights into future-focused innovations.

At booth number D10, guests will be provided with cocktails and fingerfood and a high entertainment level.

Organizer:                      FME-CWM

Contact:                        Irena Skundric  
   E-mail: hmpartnerland@fme.nl

## **Dienstag/Tuesday, 8. April 2014**

Hall 3, Stand F20, (Holland Pavilion: Theatre)

**09:30 – 10:15 Tedx inspired pitches**

English Dutch solutions covering global challenges

Every day three inspiring Dutch solutions will be presented that can change the world. Amongst other things these short pitches show amazing new possibilities to generate energy, new ways of transport and other technological innovations

The TEDx inspired pitches of today will focus on sustainable energy  
Today the TEDx inspired pitches are given by:

- **Hans van Breugel, (CEO Tocardo)**

Tocarodo's mission is to contribute to clean, sustainable and predictable energy. Tocardo is fully aware of the huge challenge our world is facing in replacing the need for fossil fuels in the coming decades. Tidal and river energy are among the key sources of renewable energy available on our planet. Tocardo is harvesting this energy and working to provide clean and sustainable energy for future generations.

- **Alexander Suma, (Ibis Power BV)**

IRWES (Integrated Roof Wind Energy System) The need for green energy technologies in the built environment with high efficiency and aesthetical quality keeps growing. Building owners are looking for ways to can lower their bills and create financial security for the future. Attractive building upgrades can be established with IRWES, where this unit is placed on top of the roof to supply a major part of the energy needs. From the political side on National and European level targets are set, and we as Ibis Power believe they can easily be reached!

- **To be decided**

Organizer: ING Bank / FME-CWM

Contact: E-Mail: [peter.verheij@ing.nl](mailto:peter.verheij@ing.nl),  
E-Mail: [diana.vergeer@fme.nl](mailto:diana.vergeer@fme.nl)

Hall 3, Stand F20, (Holland Pavilion: Theatre)

**10:15 – 10:30 Hand-out report (tbc)**

English Energiewende and Industrie 4.0: Opportunities for Dutch system suppliers and subcontractors in a more open supply chain in Germany  
The report is written by ING Economics Department in cooperation with FME-CWM.

Present: -Minister of Economic Affairs, Henk Kamp  
-President Dutch Technology Industry Association, Ineke Dezentjé Hamming-Bluemink and Senior Management ING

Organizer: ING Bank / FME-CWM

Contact: E-mail: [arnold.koning@ing.nl](mailto:arnold.koning@ing.nl)  
E-Mail: [diana.vergeer@fme.nl](mailto:diana.vergeer@fme.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**09:30 – 10:45 Energy Academy**

English How industry, higher education, regional development and science join forces in creating new energy-models and sustainability

Joining forces in creating sustainability

Organizers: ScienceGuide  
Platform Bèta Techniek  
Hanze University of Applied Sciences

Contact: Pieter Gerrit Kroeger  
Tel: +31 (0)20 428 5371  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)

Hall 16, Stand E35, Metropolitan Solutions (Holland Smart City House/ TV-studio)

**10:00-10:45 Online skype conference**

English Conference on urban development in Beijing called „smart city project“  
Interview with Prof. Frans Vogelaar (Hybrid Space Lab) Neville Mars (Mars) , Lulu Li (Interactive Beijing) and the culture department of the embassy of the Netherlands in Beijing about the possibilities of connecting Dutch and Chinese knowledge.

Organizer: Embassy of the Kingdom of the Netherlands, Berlin

Contact: Sigrid Streifer  
E-mail: [Sigrid.streifer@minbuza.nl](mailto:Sigrid.streifer@minbuza.nl)

Hall13,stand C35

**10.00 – 16.00 Smart Grids Forum, International Day**

The international day in Hall 13 focusses on international developments in the smart grids market.

Dutch contributions:

- 11:40-12:00 How Energy Storage fits into the Innovation Program of TKI Switch2SmartGrids,  
- Frits Verheij, Director Smart Energy Cities | DNV GL - Energy
- 15:00 -15:20 Ecovat Total Energy System: Reliable – Comfortable – Future Proof, Ecovat Energy Storage Systems,  
- Aris de Groot
- 15:20-15:40 Low Cost Technology for Renewable Energy Storage  
-Jochem Lambers, E-Stone

Organizer: German Trade & Invest

Hall 27, Stand E18, Renewable Energy Forum

**10:40 – 11:05 Deutschlands Energiewende und Case-Study Niederlande**

Deutsch Speaker: Ton Doesburg, CEO Alliander AG

Organizer: *Bundesverband Erneuerbare Energie e.V.*

Hall 27/Halle 27, Stand G85, Forum Mobilitec

**10:30 – 12:00 Forum discussion: Infrastructure and for Network E-mobility**

Infrastruktur und Netze für die Elektromobilität

Auke Hoekstra Foundation ELaadNL

Organizer: Bundesverband Energie- und Wasserwirtschaft

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**11:00 - 11:45 High Tech Hero**

English Lecture by Mikhail Katsnelson (NWO Spinoza-laureate, professor of Theoretical Physics, Radboud University Nijmegen) on creativity in research and his work on the development of Graphene

Organizers: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
Tel:+ 31 (0)20 428 5371  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)

Hall 3, Stand F20, (Holland Pavilion: Theatre)

**11:00- 14:00 Symposium on high tech, energy and automotive.**

English Join, explore and discuss the opportunities of electric mobility and help reinvent the Living Lab Europe

11:00 -12:00 **Symposium: “Tesla meets Stella. Where High Tech meets Energy and Automotive”**

12:00 -13:00 **Brabant Lunch:** “Interactive lunch to further strengthen and shape international projects and alliances”

13:00 -13:55 **Symposium: “Charging the future: open standards”**

13:55 -14:00 **Stella on the move:** “Smart Mobility in action”

The (current) energy transition poses challenges to our European societies and industries. In order to tackle these challenges, courage, enduring innovation and international alliances are required. During the symposium the province of Brabant aims to explore new possibilities, and tackle them, connecting German, Dutch and international industries.

By displaying several inspiring examples, Brabant will map the chances for an intensive, international cooperation. Attendees from industry, research institutes and governments from Germany, the Netherlands and other countries will join in the discussion. Because together we can make a difference.

Speakers:

- Prof. dr .ir. Maarten Steinbuch, Eindhoven University of Technology and board member AutomotiveNL
- Willem van de Leegte, Owner-manager VDL Groep
- Wiep Folkerts, SEAC/Solliance
- Arjan Wargers , ElaadNL
- Bert Pauli, Provincial Executive

Organizer: Brabant Region

Contact: Jeroen Kroonen  
E-Mail: [jkroonen@brabant.nl](mailto:jkroonen@brabant.nl)

Hall 16, Metropolitan Solutions (Global Town Hall)

**11:30 – 12:00 Cities on Stage: Rotterdam**

English Lecture about the Dutch Smart City of Rotterdam

Speaker: Alexandra van Huffelen, Vice Mayor for Sustainable Development, Inner City and Public Spaces, City of Rotterdam, Netherlands

Organizer: ICLEI Global Town Hall

Contact: Hidde Baars  
E-mail: [hidde.baars@minbuza.nl](mailto:hidde.baars@minbuza.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**12:00 – 13:00 Fundamental research and Netherlands High Tech Country**

English Roundtable with amongst others Mikhail Katsnelson (NWO Spinoza-laureate, professor of Theoretical Physics, Radboud University Nijmegen) and Johann Hurink (professor on the Mathematics of Operations Research, Smart Grid House, UTwente). Topic is the future of energy and the role of (fundamental) research

Organizers: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
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Hall 27, Stand E18, Renewable Energy Forum

**12:00-12:20 Dutch view on Renewable Energy**

by Henk Kamp, Minister of Economic Affairs, the Netherlands

Organizer: Bundesverband Erneuerbare Energie e.V.

Hall 3, F20 Holland Pavilion - take-off at 13.55 h.)

**14:00 – 16:00 Demonstration of Car to Infrastructure technology with Stella**

The solar car Stella is equipped with car-to-car communications (C2C) technology that uses the specialist automotive Wi-Fi standard, 802.11p, to transfer data between Stella and the infrastructure. Demonstration on the test track at the Hannover Messe how drivers (Stella) can be warned in case of road works.

This connected car technology is set to become central to the automotive industry by allowing cars on the road to automatically exchange information about their speed, position and direction in order to prevent accidents and traffic problems. It also lets them communicate with local infrastructure to determine the speed limit as well as the phasing and timing of cooperative traffic lights.

Organizer: NXP Semiconductors

Contact: Martijn van der Linden  
Tel: +31610914896  
E-mail: [nederland.nxp@nxp.com](mailto:nederland.nxp@nxp.com)

Halle/hall 13, Stand F50 (Business Forum 2)

**14:00 – 18:00**

Deutsch

**Niederlande - Deutschland: Chancen. Branchen. Forschung.  
Außenwirtschaftsworkshop für deutsche und niederländische  
Unternehmen**

**Außenwirtschaftsworkshop für deutsche und niederländische  
Unternehmen**

Im Außenwirtschaftsworkshop „Niederlande - Deutschland: Chancen.Branchen.Forschung.“ sollen die Potenziale einer Zusammenarbeit beider Länder in den Bereichen Maschinenbau, Energie und Energieeffizienz diskutiert werden.

Die in diesem Bereich tätigen Unternehmen in den Niederlanden und Deutschland sind hochspezialisiert. Der Maschinenbau der Niederlande soll bis 2020 jährlich um 4,5% zulegen. Er bietet eine Reihe Möglichkeiten für gemeinsame Aktivitäten auf Drittmärkten. Der massive Ausbau von Erneuerbaren Energien, von intelligenten Stromnetzen und Energiespeichersystemen wird besondere Chancen einer stärkeren Zusammenarbeit und Vernetzung zwischen beiden Ländern bieten. Besondere Erfahrungen der grenzüberschreitenden Zusammenarbeit eröffnen KMU neue Chancen in der Zusammenarbeit.

Hall 13, Global Business & Markets, Forum 2

**14:00-18:00**

**Foreign Trade Workshop for Dutch and German Companies  
Netherlands-Germany: Opportunities. Industries. Research**

*The potential for partnership between the Netherlands and Germany in the machinery & equipment, energy, and energy efficiency sectors will be discussed in the “Netherlands-Germany: Opportunities. Industries. Research” foreign trade workshop.*

14:00-15:00

Official opening by:

dr. Friedrich, Executive Management Germany Trade and Invest  
Hanno Würzner, Head Economic Department Dutch Embassy Berlin

- 1<sup>st</sup> Panel discussion: joined by Ton de Bruine, chairman of NEVAT (the Dutch VDMA).

*The potential for partnership between the Netherlands and Germany in the machinery & equipment, energy, and energy efficiency sectors will be discussed in the “Netherlands-Germany: Opportunities. Industries. Research” foreign trade workshop.*

*German and Dutch companies are highly specialized in these fields. The mechanical engineering industry in the Netherlands is expected to grow by 4.5 percent annually up to 2020, creating numerous opportunities for joint activities in third markets.*

*The massive expansion of renewable energies, smart grids and energy storage systems provides unique opportunities for further cooperation and integration between the two countries. Unique experiences in cross-border partnership will also open up new SME cooperation opportunities.*



Veranstalter: Germany Trade & Invest GmbH Gesellschaft für Außenwirtschaft und Standortmarketing mbH

Teilnahme: Teilnahme kostenfrei in Verbindung mit einer Messe Eintrittskarte. Anmeldung erforderlich online unter [www.hannovermesse.de/veranstaltung/niederlande-deutschland-chancen.-branchen.-forschung./FOR/56759](http://www.hannovermesse.de/veranstaltung/niederlande-deutschland-chancen.-branchen.-forschung./FOR/56759)

Organizer: German Trade & Invest, Netherlands Foreign Investment Agency(NFIA)

Kontakt: Anna-Lena Nickel  
Germany Trade and Invest GmbH  
Tel: +49 (0)30 200099-921  
E-Mail: [anna-lena.nikel@gtai.com](mailto:anna-lena.nikel@gtai.com)

Anmeldung/Registration  
Sina Brennecke  
Deutsche Messe AG  
Tel: +49 (0)511 89-30996  
E-Mail: [congressmanagement@messe.de](mailto:congressmanagement@messe.de)

### **Maschinenbau mit innovativen Lösungen**

**Moderation: Dr. Jürgen Friedrich**

Der Maschinenbau der Niederlande ist der am schnellsten expandierende Industriezweig des Landes. Er soll bis 2020 jährlich um 4,5% zulegen. Deutschland ist wichtiges Lieferland wie auch bedeutender Abnehmer. Die in diesem Bereich tätigen Unternehmen sind hochspezialisiert, es gibt kaum Großunternehmen. Die Möglichkeiten der Zusammenarbeit sind vielfältig. Ausgehend von den spezifischen Stärken der Länder soll dies anhand konkreter Beispiele der Zusammenarbeit in der Diskussion weiter vertieft werden.

14:00 -14:10 **Begrüßung**

14:10 -14:20 **Maschinenbau der Niederlande und seine Stärken**  
Marte Diewitz, Germany Trade & Invest GmbH

14:20 -14:30 **Deutsch-Niederländische Beziehungen im Maschinenbau**  
Ulrich Ackermann, Abteilungsleiter, VDMA-Außenwirtschaft

14:30 -14:40 **Beispiele der Zusammenarbeit**  
Lucas Wintjes, Geschäftsleiter Vertrieb und Branchenmanagement Fabrikautomation, Bosch Rexroth AG

15:00 -15:15 **Pause**

### **Zukunft der Energiewende – Chancen für Deutschland und die Niederlande**

**Moderation: Dr. Robert Hermann**

Deutschland hat sich mit der Realisierung der Energiewende ein sehr ambitioniertes energiepolitisches Ziel gesetzt. Der massive Ausbau von erneuerbaren Energien, von intelligenten Stromnetzen und Energiespeichersystemen wird auch besondere Chancen einer stärkeren Zusammenarbeit und Vernetzung zwischen den Niederlanden und Deutschland bieten. Die hieraus entstehenden Potentiale einer Zusammenarbeit beider Länder sowie die großen Chancen für niederländische und deutsche Unternehmen im Bereich der Energie und Energieeffizienz sollen hier diskutiert werden.

15:15 -15:25 **Situation und Zielstellungen in den Niederlanden**  
Günter Gülker, Geschäftsführer, AHK Niederlande

15:25 -15:35 **Situation und Zielstellungen in Deutschland**  
Thomas Grigoleit, Direktor Energie, Umwelt, Rohstoffe,  
Germany Trade & Invest GmbH

15:35 -15:45 **Energienetze und ihre Bedeutung**  
Johannes Kirsch, Senior Director International Affairs,  
ZVEI Zentralverband Elektrotechnik- und  
Elektronikindustrie e.V.

15:45 -16:00 **Praktische Beispiele der Zusammenarbeit**  
René Blavers, Geschäftsführer, Flexicontrol /  
Erwin Coolen, CEO, OutSmart BV

16:00 - 16:15 **Pause**

### **Clusterbildungen und angewandte Forschung eröffnen neue Chancen**

**Moderation: Dr. Elfi Schreiber**

Unterstützung grenzüberschreitender Tätigkeiten

16:15 -16:25 **Intermediäre Zusammenarbeit aus der Sicht eines Unternehmers und eines Clusterverbunds**  
Paul Willi Coenen, Geschäftsführer / Mitglied des  
Vorstands, BYTEC Medizintechnik GmbH / Lifetec  
Aachen-Jülich

- 16:25 -16:35 **Zusammenarbeit der Universität Maastricht mit dem Fraunhofer-Institut und der RWTH**  
Prof. Dr. Martin Paul, Präsident, Maastricht University
- 16:35 -16:45 **Markteintritt in die Niederlande, Dienstleistungen der IHK für Unternehmen**  
Wolfram Lasseur, Referent International, Industrie- und Handelskammer Mittlerer Niederrhein
- 16:45 -17:00 **Cluster, Netzwerke, Open Innovation – Chance für deutsche und niederländische Unternehmen**  
Prof. Dr. Werner Klaffke, Geschäftsführer, Bayern Innovativ
- 17:00 -18:00 **Empfang**

Hall 27, Stand G24 (Holland Energy House)  
**13:00 – 16:00 Energy Matchmaking Event**

The aim of this matchmaking event is to promote cross-border networking between German and Dutch entrepreneurs and to encourage cooperation in the field of energy technology (heat pumps, geothermal energy, ocean thermal energy conversion, smart grid, energy storage). This event is organized in cooperation with the following organizations:

Wärmepumpenmarktplatz.NRW, GSW NRW e.V., Düsseldorf Chamber of Small Industries and Skilled Trades, the State Authority for Mining, Energy and Geology in Lower Saxony, municipality Oldambt, the Consulate General of the Kingdom of the Netherlands in Düsseldorf, as well as other partners.

Organizer: Dutch Consulate General in Düsseldorf,  
E-Mail: p.janssen@minbuza.nl  
Handwerkskammer Düsseldorf,  
Landesamt für Bergbau, Energie und Geologie Niedersachsen,  
town of Oldambt

Hall 3, Stand F20 (Holland Pavilion: Glass House)  
**13:30 – 14:30 Panel discussion**

English

**Geopolitical influences on business and raw material flows**

The Fortune 500: Geopolitics is perceived as the main threat to business. How resilient is your companies supply chain?

Panel debate between diplomats and business people about the geopolitical influences on market mechanism, trade flows and security of supply.

Speakers: - His Royal Highness, Prince Jaime de Bourbon Parme,  
Special Envoy Natural Resources Dutch MFA

- Petros Sourmelis, Head of Unit for Market Access, Industry, Energy and Raw Materials. DG Trade
- Daniel Guyader, Division Head for Global Issues and Counter Terrorism. European External Action Service
- Anna Spinelli, Senior Vice president/ Commodity Management Leader procurement Lighting at Royal Philips International
- German MFA, t.b.c.

Organizer: Ministry of Foreign Affairs

Contact: Pim Kraan  
E-mail: pim.kraan@minbuza.nl

Hall 27, G85 (Forum MobiliTec)

**13:45 – 14:15 Development of charging infrastructure and innovative network integration in the Netherlands (Entwicklung der Ladeinfrastruktur und innovativer Netzintegration in den Niederlanden)**

Speaker Patrick Langevoort, Business Development Manager, Alliander Mobility Services

Organizer: BDEW Bundesverband der Energie- und Wasserwirtschaft e.V.

Hall 3, Stand F20 (Holland Pavilion: Theatre)

**14:15 – 16:15 Seminar Smart Integration: energy in Transition**

English Top Sector Energy: the Dutch approach for energy challenges

14:15- 14:40 **Introduction: Dutch National Energy Agreement and innovation policy on energy** (including film)  
-Minister Henk Kamp of Economic Affairs, the Netherlands

14:40-14:50 **Dutch Energy Sector: development and implementation of clean tech innovation**  
-Manon Janssen, chairman of the Dutch energy innovation platform (Top Sector Energy)/CEO Ecofys

14.50-15:00 **Smart integration: the Green Deal ‘Smart Energy Cities’**  
Presentation of the ‘green deal’ that aims to reduce energy use and stimulate sustainable integration of energy concepts in Dutch cities

-Frits Verheij, chairman Topconsortium of Knowledge & Innovation Switch2SmartGrids, Top Sector Energy/President Smart Energy DNV KEMA  
-Teun Bokhoven, chairman Topconsortium of Knowledge & Innovation EnerGO/President Renewable Energy Association NL

15:00-16:00 **Panel debate: Smart integration of Energy Systems**

**Topics:** *Smart integration & Integration of gas and electrical energy systems*

**Discussion Leaders:**

-Frits Verheij, chairman Topconsortium of Knowledge & Innovation Switch2SmartGrids, Top Sector Energy/President Smart Energy DNV KEMA  
-Jörg Gigler, chairman of the Dutch Gas Energy Consortium/CEO Gigler ENERGY Support (moderator)

16:00-16:15 **Conclusion: the human factor**

About the human capital agenda: vision on future employability in energy innovation

-Manon Janssen – chairman of the Dutch energy innovation platform (Top Sector Energy)/CEO Ecofys  
-Marsha Wagner, Programme Manager Human Capital Agenda Energy /CEO Buro MW

Organizer: Top Sector Energy - Dutch Ministry of Economic Affairs

Contact: Onno Houtschild  
E-mail: o.houtschild@dr2.nl

[Hall 16, Metropolitan Solutions, \(Global Town Hall\)](#)

**14:15-15:15 What makes a city smart?**

English Panel discussion.

With a contribution of Marianne Linde, director Urban Development at Netherlands Organisation for Applied Scientific Research TNO

Organizer: ICLEI Global Town Hall

Contact: Hidde Baars

E-mail: Hidde.baars@minbuza.nl

Hall 3, Stand F20 (Holland Pavilion: Glass Room)

**14:45 – 15:45 Fast forward with Thermoplastic Composites**

English The ThermoPlastic composites Research Center (TPRC) in the Netherlands is a world-class open innovation, research and development center for companies that want to take full advantage from opportunities in thermoplastic composites. The innovation center was founded by Boeing, TenCate, Fokker Aerostructures and the University of Twente and is located at Kennispark Twente in Enschede.

TPRC is increasingly involved in development of automotive applications with major OEMs and Tier 1 suppliers in the automotive value chain.

During the seminar on thermoplastic composites at the Hannover Messe, TPRC will present the new Demonstrator Facility Concept. This facility is focused on accelerating the change from traditional materials to new high performance thermoplastic composites in industrial applications that can be produced in high volumes, applying the right process in a cost effective manner.

**14:45– 14:55 Welcome and opening**

Minister Henk Kamp, Minister of Economic Affairs, the Netherlands

**14:55– 15:10 TPRC, the perfect catalyst for innovation**

Ir. Harald Heerink, executive director TPRC

**15:10 – 15:25 Fast forward with thermoplastics composites: how the demonstrator facility can help you accelerate your product development**

Prof. dr. ir. Remko Akkerman, scientific director TPRC

**15.25 – 15.45 Discussion**

moderated by René Buck, CEO Buck Consultants International

Organizer: Kennispark Twente Foundation

Co-organizers: TPRC / Twente.com

Contact: Janinka Feenstra  
Tel: +31 (0) 53 489 41 18  
E-Mail: j.Feenstra@kennispark.nl

Hall 16, Metropolitan Solutions, (Global Town Hall)

**15.15 – 15.45 Cities on Stage: Amsterdam**

English Amsterdam: An approach to smart city design

Speaker Saskia Müller, Manager Director Amsterdam Smart City, Netherlands

Organizer: ICLEI Global Town Hall

Contact: Hidde Baars  
E-mail: Hidde.baars@minbuza.nl

Hall 3, Stand F20 (Holland Pavilion: Powered by Dutch Technology Wall)  
**16:15 – 16:30 'Ask the Dutch'**

English: The election of the question of the day. What do all Groundbreaking innovations have in common? They started with a clear question. A clear question forces us to look at things differently. It's the spark of every innovation process. What was most the inspiring question that visitors of the Hannover Messe asked the Dutch today? After the Hannover Messe the members of the Dutch Technology Industry Association FME-CWM will be asked to come up with innovative solutions to solve these winning questions.

Organizer: FME-CWM

Contact: Diana Vergeer  
E-mail: Diana.vergeer@fme.nl

Hall 27, G24, Holland Energy House  
**16.00 – 18.00 Holland Energy House, Network reception**

Drinks and music

Organizer: Holland Energy House

Hall 4, Holland Industrial Supply  
**18.00 – 20.00 Holland Industrial Supply, network reception**

Have a drink and enjoy the music of the Suppertolle Schlager Schwester.

Organizer: Brainport Industries / BOM

Hall 4, Stand A04  
**Netzwerk Niederlande-Deutschland : Grenzenloser Maschinen- und Anlagenbau (GMA)**  
**18.00 – 20.00 Network reception for Dutch and German entrepreneurs and their relations**  
'Gelebte niederländisch-deutsche Zusammenarbeit'

Organizer: Handwerkskammer( HWK) & Verenigde Maakindustrie Oost (VMO)

## Mittwoch/Wednesday, 9. April 2014

### Hall 3, Stand F20, (Holland Pavilion: Theatre)

#### **09:30 – 10:30 Smart industry, Dutch Industry fit for the future**

English *Presentation of the report Smart Industry and reaction by Henk Kamp, minister of Economic Affairs*

During this event a TNO report – edited in cooperation with the Ministry of Economic Affairs, FME, VNO-NCW and the Chamber of Commerce - will be presented. Smart industry is about smart manufacturing, factories of the future, and network centric industries, like the Industrie 4.0 concept. Important issues are new business models, skills of the workforce, the organisation of production and the value chain.

The impact of this development to the Dutch industry is the main topic of the report. Also recommendations will be made.

Speakers -Arnold Stokking, TNO, Managing Director industrial innovation:  
Presentation of the report Smart Industry

-Marc Hendrikse, CEO NTS and Chairman Brainport Industries:  
Showcase Brainport Industries

-Rob Karsmakers, Site Manager Philips Consumer Lifestyle &  
speaker of Siemens to be announced:

\*Showcase North-Netherlands

\*Demonstration of MegaFit, a European FP7 project by  
Philips/Siemens/TNO

-Minister of Economic Affairs Henk Kamp:  
Reaction on the report

Chairman: Ineke Dezentjé Hamming-Bluemink , FME-CWM

Organizer: Ministry of Economic Affairs

Contact: Herm van der Beek  
+ 31 (0) 70 3796417  
Email: h.vanderbeek@minez.nl



Hall 3, Stand F20, (Holland Pavilion: Theatre)

**10:30 – 11:15 Tedx inspired pitches**

English Dutch solutions covering global challenges

Every day three inspiring Dutch solutions will be presented that can change the world. Amongst other things these short pitches show amazing new possibilities to generate energy, new ways of transport and other technological innovations

The TEDx inspired pitches of today will focus on metropolitan solutions aiming for smarter cities

Today the TEDx inspired pitches are given by:

**-Marjolein Helder, (CEO Plant-e)**

Do you want to use your lawn to charge your electric car? Use your green roof to power your house? Would you like to see each wetland and rice paddy field in the world turned into a power plant without harvesting the plants? Plant-e is a company that develops and produces products in which living plants generate electricity.

**-Robert Dingemans (CEO Pal-V)**

For more than a century man has dreamed of the freedom provided by a flying car. The ultimate vehicle to go wherever and whenever you want to, easily destination. In uncontrolled airspace you are in full command of your own time and destiny. This is what the PAL-V ONE is all about: it combines within one vehicle the freedom and excitement of flying like a bird in the sky with the choice of driving with breathtaking performance on the roads and highways.

**-To be decided**

Organizer: ING Bank / FME-CWM

Contact: E-Mail: [peter.verheij@ing.nl](mailto:peter.verheij@ing.nl),  
E-Mail: [diana.vergeer@fme.nl](mailto:diana.vergeer@fme.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**09:30– 10:45 Global Challenges - Dutch Composites**

English From Recent Experiences to Future Innovations

09:30 -09:50 **Aerospace & Composites,**  
Arnt R. Offringa M.Sc.Eng., director R&D, Fokker Aerostructures

09:50 -10:10 **Automotive & Composites**  
Robert Lenferink, director business development, Ten Cate  
Advanced Composites

10:10-10:30 **Composite Bridges & Infrastructure,**  
Joop van der Burg, Technical/Commercial Manager, Bijl Profielen

10:30-10:45 **HAN-GO4Dakar'- Composite Innovations tested in Dakar 2014**

**rally**

Rens Horn, Lector Automotive department, University of Applied Sciences Arnhem-Nijmegen (HAN)

Organizer: Holland Composites Pavilion

Contact: Rudolf de Ruijter, Co-ordinator  
E-Mail: [artsant@euronet.nl](mailto:artsant@euronet.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**11:00 – 12:00 High Tech Hero Maroeska Rovers on new trends in medical innovation**

English Lecture by Maroeska Rovers, professor of Evidence-Based Surgery, Radboud University Nijmegen, on new trends in medical innovation.

Organizer: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
Tel+ 31 (0)20 428 5371  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)  
[www.scienceguide.nl](http://www.scienceguide.nl)

Hall 3, Stand F20, (Partner Country Pavilion: Theatre)

**11:45 - 13:35 Technology Transfer Network, ESA BIC**

English “ESA BIC European Technology Transfer Network“  
The Europe-wide ESA BIC network has been established to empower entrepreneurship at a European level, especially for entrepreneurs with innovative ideas for using space technologies or developing applications, to create new products and services in a non-space environment. ESA BICs work to inspire entrepreneurs to turn these space-connected business ideas into commercial companies, and provide technical expertise and business-development support. In this session the structure of the incubation network will be addressed and illustrated with a pitch of several ESA BIC entrepreneurs from Noordwijk and Darmstadt.

- 12:00 -12:20 ESA BIC European Technology Transfer Network“,  
Niels Eldering, Technology Transfer Officer ESA, ESTEC
- 12:20 -12:55 ESA BIC Noordwijk,  
Martijn Seijger, introducing Noordwijk start ups
- 12:25 -12:40 Exxfire - game changing clean agent fire suppression systems  
from space,  
Harm Botter - CEO and founder
- 12:40 -12:55 Avionics Control Systems - A brief demonstration of technology  
involved in drones,  
Mauro Garcia – CEO - Founder.
- 12:55 -13:00 ESA BIC Darmstadt,  
Frank Zimmermann, introducing start ups
- 13:05 - 13:20 ALL4IP TECHNOLOGIES GmbH & Co. KG-

13:20 -13:35 Dr. Peter Conradi, Managing Director  
GeoMon, ESA BIC Darmstadt incubatee  
Mr. Heiko Störkel (tbc)

Organizer: Space Business Innovation Centre Noordwijk

Contact: Martijn Seijger  
Space Business Innovation Centre Noordwijk  
Tel: +31 (0)71 20 20 307  
E-mail: [m.seijger@esa-bic.nl](mailto:m.seijger@esa-bic.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**13:00 – 13:45 Internet of Things:new business,new design skills**

English

Program:

- Welcome by Rolf Bossert, National Organisation Applied Science SIA
- “Opportunities for SME’s in a connected world” by Joris Castermans, consultant at the Dutch Chamber of Commerce, Amsterdam
- An Internet of Things design case study” by Herman van der Vegt, partner at npk design, Leiden, Holland

Plenary discussion about the need for:

- o changing design skills
- o transdisciplinary collaboration in the early stage of the design process

Organizer: The Dutch Chamber of Commerce,  
National Organisation Applied Science SIA

Contact: Joris Castermans,  
Tel: +31 (0)6 51234840  
E-mail: [joris.castermans@kvk.nl](mailto:joris.castermans@kvk.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**14:00 – 14:45 Debate on joining forces in medical innovation**

Debate on how medical science, evidence based healthcare and industry work together to make new hightech medical instruments more effective and practical.

Moderator: Maroeska Rovers (professor of Evidence-Based Surgery,  
Radboud University Nijmegen)

Organizer: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
Tel: +31 (0)20 428 5371  
E-mail [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)  
[www.scienceguide.nl](http://www.scienceguide.nl)

Hall 27, Stand G85 (Forum Mobilitec)

**13:00 - 14:00 Vorstellung Handbuch Elektromobilität 2014**

Das Handbuch enthält einen umfassenden Bericht über Elektromobilität in den Niederlanden

Organizer: ZVEI - Zentralverband Elektrotechnik- und Elektronikindustrie e. V.

Hall 3, Stand F20, (Holland Pavilion: Theatre)

**14:00 – 16:00 Creative Solutions – Neue Kombinationen**

English Future of German-Dutch co-creation  
Goal of this seminar is to show and discuss the impact of creative solutions when combined with industrial strengths and backed by thorough research. Germany and the Netherlands both possess different qualities in these fields; when combined these will give lead to both business opportunities and solutions for our societal challenges.

Moderator: Prof. Daan van Eijk, programme director CLICKNL|DESIGN and scientific director Design United

14:00 -15:00 **Thought leaders for Creative Solutions**

- opening words by Sander Dekker, State Secretary for Education, Culture and Science of the Netherlands
- Daan Roosegaarde, Studio Roosegaarde
- Markus Kayser, MIT Media Lab

15:00 -15:30 **iF Golden Dutch Design**

- Frank Zierenberg, iF design awards
- Thomas Paulen, CEO Van Berlo

15:30- 16:00 **Crossover Works**

- Edo van Dijk, creative director Eden Spiekermann
- closing remarks by Henk Kamp, Minister of Economic Affairs of the Netherlands (tbc)

Organizer: CLICKNL|DESIGN

Contact: Bart Ahsmann  
E-mail:[ahsmann@clicknl.nl](mailto:ahsmann@clicknl.nl)

Hall3, Lounge Job & Career

**14:00-16:00 Deutsch-Niederländisches Expertentreffen „Skilled Labor for Logistics“**

Deutsch Die Suche nach und die Anwerbung von Fachkräften für Unternehmen wird sowohl in Deutschland, als auch in den Niederlanden immer schwieriger. Diese Problematik ist für beide Länder von großer Bedeutung und bietet einen weiteren Einstieg für die grenzüberschreitende Zusammenarbeit.

Das niederländische Generalkonsulat und die Provinz Gelderland laden gemeinsam mit unten genannten Partnern deutsche und niederländische Unternehmer, Interessensverbände und Institutionen zu einem Expertentreffen ein. Thema ist die aktuelle Situation sowie erwartbare Entwicklungen zur Fachkräftesicherung. Ein kurzer Überblick der Situation in beiden Ländern sowie Beispiele aus Unternehmen der Logistikbranche - einschließlich Industrie und Handel – veranschaulichen die Problematik zum Thema Skilled Labor.

|            |   |
|------------|---|
| Anmeldung  | <a href="http://www.dus-ea.nl/skilledlabor/">http://www.dus-ea.nl/skilledlabor/</a>                             |
| Organizer: | Generalkonsulat des Königreichs der Niederlande zu Düsseldorf   |
| Kontakt    | Lucie Gerresheim<br>Tel +49 (0)211 17930124<br>E-mail: <a href="mailto:dus-ea@minbuza.nl">dus-ea@minbuza.nl</a> |

Hall12, Stand C06, Energie Forum "Life needs Power"

**14:30-15:30 Panel discussion at the Life Needs Power forum**

English **“Offshore Wind challenges: where can Dutch solutions contribute?”**  
Many specialized Dutch companies play a leading role in the installation and upkeep of offshore wind farms in European main wind markets, with a major role for product and process innovation and innovative overall approaches. Other specialist firms develop new products in support of these activities like service and crew transport vessels, whereas Dutch universities and various knowledge institutes conduct dedicated fundamental and applied research often with partners from industry. The various innovative solutions and other outcomes may be different in nature but are all aimed at decisively diving down offshore wind power lifecycle cost of energy by at least 40% in 2020. Dutch North Sea ports are well-positioned and well equipped for serving the European and global wind industry's growing needs for dedicated main components storage, pre-assembly, port logistical and additional specialized support services.

|            |   |
|------------|---|
| Moderator: | Eize de Vries   |
| Speakers:  | Ernst van Zuijlen - TKI Wind op Zee (Top consortium for Knowledge and Innovation Offshore Wind)<br>Theo de Lange – Van Oord Offshore Wind Projects B.V.<br>Henk van Vessem – IHC Hydrohammer B.V.<br>Michiel Zaaijer – Delft University of Technology, Wind Energy Research Group |

Contact Lydia Aalpoel, Netherlands Embassy Berlin  
E-Mail: [lydia.aalpoel@minbuza.nl](mailto:lydia.aalpoel@minbuza.nl)

Hall 3, Stand F20 (Partner Country Pavilion: Glass Room)  
**15:00 – 16:00 Seminar and panel discussion**

English **Why invest in the High Tech Sector in the Netherlands?**

The Netherlands is more than only trade and distribution. The Netherlands is the place to be for high tech companies. Most foreign companies use the Netherlands as a home base for Pan- European activities. The Netherlands has an attractive investment climate and a conducive innovation environment. It's world leading in global high tech systems & materials niches.

In this investment seminar the reasons why to invest in the Dutch High Tech Sector and an overview of leading Dutch Technology and partnership models will be discussed. It will cover innovative R&D and supply chain partnership models and will help you to get ready for the future of Production 4.0.

Moderator: Mr. René Buck, Buck Consultants

15:00-15:05 **Opening and welcome**  
by moderator René Buck

15:05-15:15 **Keynote “Why invest in the High Tech Sector in the Netherlands?”**  
by Mr. Bas Pulles, Director International Programs, Ministry of Economic Affairs

15:15-15:30 **Keynote “Leading Dutch Technology ”**  
by Mr. Marc Hendrikse, chairman Brainport Industries

15:30-15:50 **Interview with foreign investor, followed by panel discussion with audience**  
Foreign investor: Mr. Thomas Pehrson, Managing Director, Festo Netherlands  
Panel: Mr. Bas Pulles, Mr. Marc Hendrikse and Mr. Thomas Pehrson  
Moderator: Mr. René Buck

15:50-16:00 Wrap-up with the Minister of Economic Affairs of the Netherlands  
Mr. Henk Kamp

Organizer: Netherlands Foreign Investment Agency (NFIA)

Contact: Roy Paulissen  
Netherlands Foreign Investment Agency

E-Mail: roy.paulissen@rvo.nl

Hall 16, Stand E35 (Holland Smart City House: TV-studio)

**15:00-15:45 Skype Conference**

English Skype Conference on the Internet of Things, Build Environment & Smart City in Rotterdam

Organizer: Embassy of the Kingdom of the Netherlands, Berlin

Contact: Sigrid Streiffer  
Sigrid.streifer@minbuza.nl

Hall 3, Stand F20 (HollandPavilion: Powered by Dutch Technology Wall)

**16:00 – 16:15 Question of the day: Ask the Dutch**

English: The election of the question of the day. What do all groundbreaking innovations have in common? They started with a clear question. A clear question forces us to look at things differently. It's the spark of every innovation process. What was most the inspiring question that visitors of the Hannover Messe asked the Dutch today? After the Hannover Messe the members of the Dutch Technology Industry Association FME-CWM will be asked to come up with innovative solutions to solve these winning questions.

Speaker: Dutch Technology Industry Association (FME-CWM)

Organizer: FME- CWM

Contact: Diana Vergeer  
E-mail: Diana.vergeer@fme.nl

Hall 2, Stand D10 (Holland High Tech House)

**16:00 – 18:00 Alumni network reception**

English For this networking reception the three Dutch Technology Universities invited their alumni that work in Germany. Furthermore, the VIP's from the participating exhibitors of the Holland High Tech House will be invited to join this networking reception.

State Secretary for Education, Culture and Science, Sander Dekker will be present.

Organiser: FME-CWM

Hall 3, Stand F20 (Partner Country Pavilion)

**18:00 – 22:00 Holland Partner Country Night**

Global Challenges Dutch Solutions

An evening with music, food/drinks and entertainment



Welcome by State Secretary for Education, Culture and Science, Sander Dekker

Organizer: Netherlands Enterprise Agency (RVO)  
Ministry of Economic Affairs

Contact: Sandra Pompe  
E-Mail: [sandra.pompe@rvo.nl](mailto:sandra.pompe@rvo.nl)



## Donnerstag/Thursday, 10. April 2014

### Hall 3, Stand F20, (Holland Pavilion: Theater)

#### **09:30– 10:50 Global Challenges - Dutch Composites**

English From recent Experiences to Future Innovations

- 09.3 -09.50 **Aerospace & Composites,**  
Arnt R. Offringa M.Sc.Eng., director R&D, Fokker Aerostructures
- 09.5 -10.10 **Automotive & Composites**  
Robert Lenferink, director business development, Ten Cate  
Advanced Composites
- 10:10-10:30 **Composite Bridges & Infrastructure,**  
Joop van der Burg, Technical/Commercial Manager, Bijl Profielen
- 10:30-10:50 **HAN-GO4Dakar'- Composite Innovations tested in Dakar 2014 rally**  
Rens Horn, Lector Automotive department, University of Applied  
Sciences Arnhem-Nijmegen (HAN)

Organizer: Holland Composites Pavilion

Contact: Rudolf de Ruijter, Co-ordinator  
E-Mail: [artsant@euronet.nl](mailto:artsant@euronet.nl)

### Hall 3, Stand F20, (Holland Pavilion: Glass House)

#### **09:30 – 10:45 Seminar on development of human capital**

English Seminar on development of human capital for high tech industry and higher education. Presentations of new initiatives from tech faculties of universities of applied sciences.

Organizer: ScienceGuide  
Platform Bèta Techniek  
Holland High Tech

Contact: Pieter Gerrit Kroeger  
Tel: +31 (0)20 428 5371  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)

Hall 3, Stand F20, (Holland Pavilion: Glass House)

**11:00 – 11:45 High Tech Hero – Lecture**

English Computer science as a fascinating world to discover

Lecture by High Tech Hero Piek Vossen (NWO Spinoza-laureate, professor of Computational Lexicology, VU University Amsterdam) on computer science as a fascinating world to discover.

Organizer: ScienceGuide  
Platform Bèta Techniek  
Holland High Tech

Contact: Pieter Gerrit Kroeger  
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E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)

Hall 3, Stand F20, (Partner Country Pavilion: Theatre)

**11:00- 11:15 Energiewende and Industrie 4.0**

English Opportunities for Dutch system suppliers and subcontractors in a more open supply chain in Germany.

The research is conducted by / the report is written by ING Economics Department in cooperation with FME-CWM.

Speakers: Arnold Koning, ING Sectormangement General Industries

Organizer: ING Bank / FME-CWM

Contact: E-mail: [arnold.koning@ing.nl](mailto:arnold.koning@ing.nl)

Hall 3, Stand F20 (Holland Pavilion: Glass House)

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English Computer science as a fascinating world to discover

Lecture by High Tech Hero Piek Vossen (NWO Spinoza-laureate, professor of Computational Lexicology, VU University Amsterdam) on computer science as a fascinating world to discover.

Organizer: ScienceGuide  
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[www.scienceguide.nl](http://www.scienceguide.nl)

Hall 3, Stand F20 (Partner Country Pavilion: Theater)

**11:45 - 12:30 iSPEX presentation and MATISSE official delivery.**

- English      11:45-12:10    Keynote lecture "iSPEX"  
iSPEX is an innovative way to measure aerosols. Click an add-on on your iPhone to change your phone into a scientific instrument that measures properties of small particles in the sky. iSPEX addresses global challenges with technology developed in astronomy.  
Frans Snik, NOVA, Leiden University.
- 12:10-12:20    MATISSE introduction, purpose and technology.  
Felix Bettonvil, NOVA project Manager MATISSE
- 12:20-12:30    Signing session for official delivery of MATISSE from NOVA to the Max Planck Institute für Astronomie, in the presence of State Secretary of Education, Culture and Science, Sander Dekker. MATISSE combines the light collected by all four ESO Very Large Telescopes in Chile, in order to observe the environment around stars in extremely high resolution.
- Organizer:    NOVA - Netherlands Research School for Astronomy
- Contact:      Ramon Navarro  
NOVA - Netherlands Research School for Astronomy  
E-Mail: [navarro@astron.nl](mailto:navarro@astron.nl)

Hall 3, Stand F20 (Holland Pavilion: Glass House)

**11:50 – 12:30 Roundtable**

- English      Roundtable on attracting talent for high tech studies and industry. With Jos van Erp (Holland High Tech), Alexander Jansen (Saxion University of Applied Sciences), Kees Adriaanse (Fontys University of Applied Sciences), dr. S. Beusaert (Maastricht University)
- Organizer:    ScienceGuide  
Platform Bèta Techniek  
Holland High Tech
- Contact:      Pieter Gerrit Kroeger  
Tel: +31 (0)20 428 5371  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)

Hall 3, Stand F20 (Holland Pavilion: Glass House)

**13:00 – 14:45 keynote and panel discussion**

- English      Finding talent: the Human Capital Challenge, with amongst others State Secretary for Education, Culture and Science Sander Dekker, NWO Spinoza-laureate prof. dr. Piek Vossen (VU University Amsterdam) and dr. Simon Beusaert (Maastricht University).

The State Secretary will give his vision on the successes and the future of Dutch policies to stimulate youngsters to choose for science and technology. In the following panel discussion, the State Secretary will - together with Dutch and German experts - explore this topic further. With showcases from Dutch (PhD)students.

Organizers: ScienceGuide  
Platform Bèta Techniek  
Holland High Tech

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Tel: +31 (0)20 428 5371  
E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)  
[www.scienceguide.nl](http://www.scienceguide.nl)

Hall 3, Stand F20, (Holland Pavilion: Theatre)

**13:15 – 13:45 Energy Valley Talk**

English What are the latest Human Capital developments in the Energy Valley Region, the Northern Netherlands. During this talk you will be guided through the educational landscape of Energy Challenges, Energy College and Energy Academy Europe.

Speakers Harry van Ommen, Director Energy Challenges  
Dr. Klaas Jan Noorman, Coordinator Energy College  
Dr. Bert Wiersema, Business Director Energy Academy Europe

Organizer: Stichting Energy Valley

Contact: Paulien Kooistra  
E-mail: [kooistra@energyvalley.nl](mailto:kooistra@energyvalley.nl)

Hall 27, Stand G85 Mobilitec Forum (t.b.c.)

13:45-14:15 Ir. Igo Besseling, TU Eindhoven  
14:15-14:45 Geert Kloppenburg/Michiel Hartmann, DOET – Dutch  
Organization for Electric Transport (tbc)

Organizer: Bundesverband Solare Mobilität e.V. (bsm)

Hall 3, Stand F20 (Holland Pavilion: Glass House)

**15:00 -15:30 Lecture**

English Lecture on learning to stay employable. About learning through the career and in different cultures. By dr. S. Beusaert (Maastricht University).

Organizers: ScienceGuide  
Platform Bèta Techniek  
Holland High Tech

Contact: Pieter Gerrit Kroeger  
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E-mail: [redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)

Hall 3, Stand F20, (Holland Pavilion: Theater)

**15:00 – 16:30 Masterclass Alliance Management**

English How to set-up alliances in an innovate region?

Speaker Geert Duysters, Professor of Entrepreneurship and Innovation, Tilburg University. In 2010 awarded a distinguished Chutian Professorship at Wuhan University of Technology (China). Worked as alliance expert of the European Commission and the OECD.

Contact: Gaby Sadowski / Niels Cannegieter  
Co-ordinators City of Eindhoven  
E-Mail: [g.sadowski@eindhoven.nl](mailto:g.sadowski@eindhoven.nl) / [niels@thıncahead.nl](mailto:niels@thıncahead.nl)

Hall 3, Stand F20 (HollandPavilion: Powered by Dutch Technology Wall)

**16:00 – 16:15 Question of the day: Ask the Dutch**

English: The election of the question of the day. What do all groundbreaking innovations have in common? They started with a clear question. A clear question forces us to look at things differently. It's the spark of every innovation process. What was most the inspiring question that visitors of the Hannover Messe asked the Dutch today? After the Hannover Messe the members of the Dutch Technology Industry Association FME-CWM will be asked to come up with innovative solutions to solve these winning questions.

Speaker: Dutch Technology Industry Association (FME-CWM)

Organizer: FME- CWM

Contact: Diana Vergeer  
E-mail: [Diana.vergeer@fme.nl](mailto:Diana.vergeer@fme.nl)

Hall 4, Stand E37, Holland Industrial Supply

**18:00 – 20:00 Industrial Supply Network Reception**

Drinks and Goldene Tulpe ceremony. Die Goldene Tulpe (Golden Tulip) is the award for the best Dutch stand at the Hannover Messe 2014.

Organizer: NEVAT

## **Freitag/Friday, 11 April 2014**

### **Hall 3, Stand F20 (Holland Pavilion: Glass House)**

#### **09:30 -10:00 Health Tech Innovation**

English Presentation by Theo Koster on the 'Dutch approach' in which researchers, industry and health care professionals work together towards evidence based improvement for patients.

Organizers: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
Tel: +31 (0)20 428 5371  
E-mail:[redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)  
[www.scienceguide.nl](http://www.scienceguide.nl)

### **Hall 3, Stand F20 (Holland Pavilion: Glass House)**

#### **10:15 – 11:00 Health Tech Roundtable**

English Dutch approach on heart and coronary diseases, with representatives of hospitals, industry, insurance companies and higher education/research

Organizers: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
Tel: +31 (0)20 428 5371  
E-mail:[redactie@scienceguide.nl](mailto:redactie@scienceguide.nl)  
[www.scienceguide.nl](http://www.scienceguide.nl)

### **Hall 3, Stand F20 (Holland Pavilion: Glass House)**

#### **11:15-12:00 Health Tech, Human body model**

English Presentation of the Human Body Model (a visualization tool that makes real time analysis of movement possible) by the Neurocontrol consortium and/or the Exoskeleton.

Organizers: ScienceGuide  
Platform Bèta Techniek

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[www.scienceguide.nl](http://www.scienceguide.nl)

### **Hall 27, Stand E18, Renewable Energy Forum**

#### **10:20 – 10:40 Renewable Energy: Jobs in the Netherlands**

English Prof. dr. Andries de Grip, University of Maastricht

Organizer: Bundesverband Erneuerbare Energie e.V.

Hall 3, Stand F20 (Holland Pavilion: Glass House)

**13.30-14: 00 Round table discussion on the Dutch approach: Revalidation**

English Round table discussion on the 'Dutch approach' in Revalidation, with representatives of hospitals, business, insurance companies and higher education/research organizations.

Organizers: ScienceGuide  
Platform Bèta Techniek

Contact: Pieter Gerrit Kroeger  
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Hall 3, Job & Career Stage

**15.30-16.15 Seminar Personal Development and careers in the Netherlands**

English

Speaker by Jos van Erp, Program Director Human Capital Cluster High Tech Systems & Materials

Dutch employers are known for their non-hierarchical attitude. This allows employees to be creative, discover new approaches of challenges and even disagree with their supervisors. Discussions on arguments contribute to mutual growths of knowledge and understanding. By operating in open networks –so called ecosystems- of high-tech manufacturers, suppliers and knowledge institutes, employees learn constantly and develop their skills in an informal way. They meet (technical) professionals of all kind of disciplines which is a proven method for accelerating open innovation.

In this seminar attention will be paid to various aspects of Dutch work atmosphere. Both Dutch and foreign knowledge workers experience the opportunity of studying, working and learning in an informal way. This is how they contribute to the successes of Dutch high-tech industry. This is how they take responsibility for their own career development, supported by their employers.