



**Holland
Property
Plaza**

Group of Real Estate Communities

Yearbook 2020 / 2021



Connecting and staying connected in real estate



Group of
Real Estate Communities

Holland Property Plaza (HPP) is a fully independent network organisation. HPP works for companies and public organisations in the real estate and construction sector, their service providers and the entire supply chain, both in the Netherlands and abroad.

HPP mission

HPP connects people, companies, networks and other organisations in the real estate and construction sector, at an European level.

HPP vision

The real estate and construction sector is undergoing far-reaching developments. HPP wants to contribute by promoting and facilitating knowledge development, the exchange of ideas, cross-border cooperation and project investments.

HPP objectives

HPP positions its organisation as a network that actively contributes to finding solutions to current issues in relation to urban development, housing and new concepts. HPP

uses its knowledge to establish effective connections. This is how much needed breakthroughs are achieved. In addition, HPP promotes the attractive Dutch investment climate and highlights the excellent opportunities for foreign players to cooperate with Dutch companies.



Board of Holland Property Plaza



Wienke Bodewes
Chairman



Annemarie Leeuwen
Treasurer



Christa Thijssen
Director | Founder



Jan van den Hogen
Member



Peter van Bosse
Member



Heleen Aarts
Member



Wienke Bodewes
Chairman

'The real estate world will never be the same after Corona.'

Will that indeed be the case?

The previous financial crisis kept us busy for years. It is, however, a fact that markets and companies did ultimately recover quite well. The corona crisis, however, invades our personal life so much more and required us all to adapt our behaviour very quickly. It threw us back, in a way, to an age in which keeping one's distance was normal and where travelling hardly took place compared to today. Our current society adapted itself quickly to a wide prosperity, all made possible through technical and medical developments. To many, the abrupt way back appears to be rather painful.

This doesn't give one much hope of retaining a number of positive developments that these times of Corona have brought about as well. And yet I think that a number of trends we saw developing before Corona experienced a strong boost and we need not necessarily start all over.

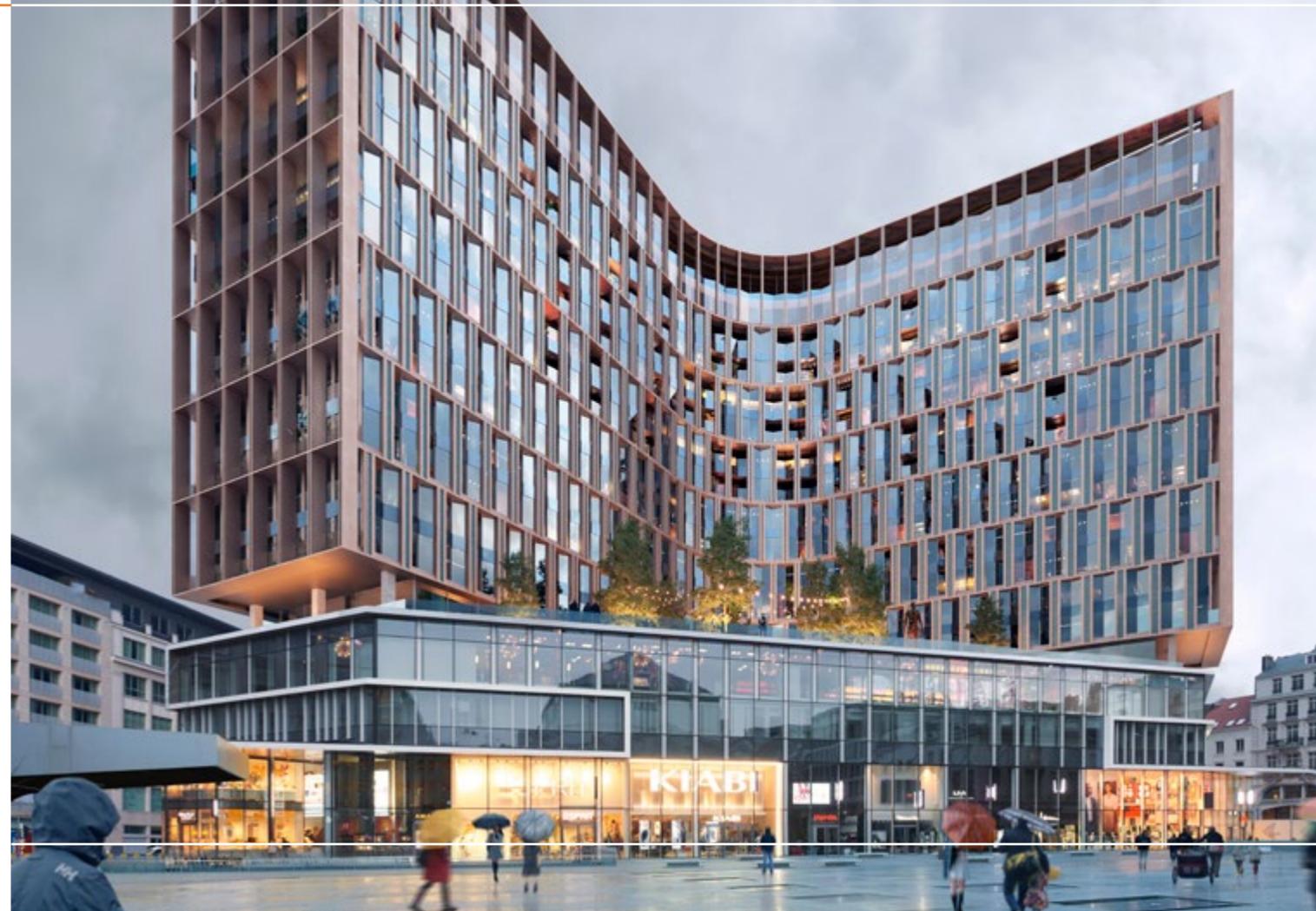
Some examples:

- Many people have discovered e-commerce. It's still important to shop physically but this trend is certainly on the up and up.
- It appeared that working and meeting remotely could be implemented far quicker than ever expected. The office will not disappear but may

develop more into a meeting place combined with teleworking. I'm quite curious as to whether schools will integrate the positive trends that have become visible in these times in education.

- Much attention is paid to what is referred to as the strong links in a network. The importance of weak links in these troublesome times, however, the informal and more incidental network, certainly appeared to be of great relevance too. It is these networks, in particular, that ensure speedy developments and innovations.
- Working and learning at home in a household that is somewhat limited in size, seemed to put quite a strain on the powers of adaptability. What effect could this have on housing needs? For instance, would it give co-living a boost?

HPP has had to adapt in these times as well. Pre-eminently a community that also cherishes the informal network, the weak links, in addition to the formal network! We've managed to work our way through it by developing apps, maintaining contacts, discussing and exchanging knowledge remotely... None of that will disappear after Corona, but let it be clear that HPP absolutely yearns to meet you all again in person.





« Station Assen, Assen (De Zwarte Hond)

ABOUT THE HPP COMMUNITY

The HPP Community is divided into various groups of stakeholders and functions as the basis of Holland Property Plaza. The different and sometimes conflicting interests of the HPP members call for a varied approach and composition of these communities and to promote mutual trust. Collegiality and a willingness to share know-how and to start collaborating is key for the HPP Community.

The HPP Community is divided into various communities based on their type of organization and interests:

HPP-PUBLIC

A community for public parties and organisations. Provinces, municipalities, semi-public institutes and/or organisations can become a member (both domestic and foreign).

HPP-IREIN & Finance

A community for foreign investors, financial institutions (e.g. international operating banks), asset managers and property fund

managers, who are active on the Dutch real estate market with a minimum invested capital of €100 million (commercial and/or residential).

HPP-REDA

A community for developers, developing contractors, architects & engineers, financial institutes and real estate consultants. Developers and developing contractors with a turnover of at least €25 million are

eligible to become members. Other participants must have a significant position in the Dutch real estate market.

HPP-TECH

A community for local and foreign technology companies in the real estate. The exchange of relevant expertise will transform HPP-TECH into a unique knowledge network that can act as a discussion partner for other communities within HPP and other parties in the real estate sector.

HPP-C&I

A community with executives of leading companies in the whole building, installation and real estate industry. The entire chain is represented which ensures that the C&I-debates are fuelled by insights from different angles and highlighted with interesting examples and projects.

HPP-Y-GEN

A community of young professionals within different disciplines in the Dutch real estate sector and who are working at organizations

” *The different interests of the HPP members call for a varies approach and composition of communities.* ”

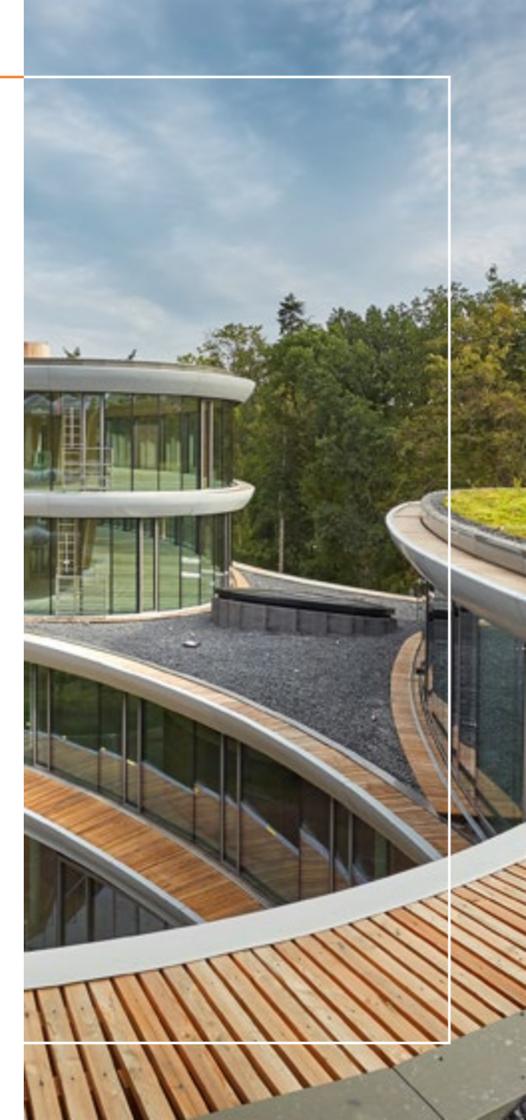
which are a member of HPP. The professionals are from the so-called Generation Y and they debate on “hot” topics in the real estate, with a strong focus on promoting innovation and growth of the industry.

HPP-Partners

HPP has a number of international contacts and trans-boundary collaborations with German, English and Swiss (marketing) organisations, all working in the real estate industry.



In order to become a HPP member, you must be approved by the board. Depending on your type of organisation, you may become a member of one of the HPP communities. The annual membership fee varies from €2,500 to €5,500, depending on the community.





HPP ANNUAL ACTIVITIES

As it is our mission to connect people and facilitate the sharing of knowledge, we organise different types of events throughout the year. During these events we constantly embark on actions to link HPP community members to foreign parties and collaborate with our European network partners. The extent to which we can achieve successful meetings and connections naturally also depends on your own input and efforts!

Customary (online) meetings

All HPP Communities have a number of customary meetings each year where relevant topics will be discussed. Depending on the topic, meetings are organised for a community specifically, or for a group of communities. Each meeting will have a specific topic on which the participants of the meeting will debate. Such topics include, for example, 'sustainable development', 'climate-neutral construction', the 'development of station locations', 'the future of retail', 'modular construction' and 'the European financial

market'. As we are in a constant state of change, new topics continuously come to the fore.

For every meeting, HPP invites one or more experts to give a presentation on the topic. For example on how society and industry is developing, how others are assuming their positions or how your organisation will be able to take advantage of developments. The purpose of the meetings is to offer insight into developments, broaden your knowledge and discuss and connect with (new) contacts.

« HPP Pitch & Matchmaking Day 2019 (Tilburg)

Depending on the circumstances, HPP organises the meetings at a special location or online via Zoom or Teams. HPP prefers direct contact and real round table sessions. However, the online meetings have also shown their value and fulfill the HPP objective of knowledge sharing.



The purpose of the meetings is to offer insight into developments, broaden your knowledge and to discuss and connect with (new) contacts."

HPP Pitch & Matchmaking Day

During the HPP Pitch & Matchmaking Day (January 2021 in Schiedam) you will be given unique insight into upcoming or ongoing public projects. Each city will pitch one or two projects and every pitch will be concluded with a round table discussion. At the end of the afternoon, a plenary discussion should result in final conclusions and feedback on the projects. Participation in this day will give you the opportunity to personally connect with decision-makers in the public sector.



In addition to the above mentioned activities, HPP organises various events throughout the year where all HPP members come together. One of the main events of this type is the International Trade Fair EXPO REAL where HPP is involved with a stand and where co-exhibitors can also take part with representation at an individual desk. Another of HPP's preferred events is the informal HPBike Tour. [Read more about these events on the next pages.](#)



HPP ANNUAL ACTIVITIES



HPP at EXPO REAL



Since 2008, Holland Property Plaza has been participating annually at the International Trade Fair EXPO REAL with the well-known orange HPP stand including several HPP members hosting their own desk. Due to the circumstances this year, HPP will not be participating at the EXPO REAL 2020. Hopefully the HPP stand will emerge once again in Munich in October 2021 (11 - 13 October).

About the EXPO REAL

EXPO REAL is Europe's biggest property show, conference and networking event with more than 2,100 exhibitors and over 45,000 participants from 72 countries. At EXPO REAL you will find potential business partners for the complete real estate life cycle: from the idea, concept, investment and financing to realization, marketing, operation and use. The three-day trade fair takes place in Munich every October.

The HPP stand

Holland Property Plaza is taking part at the EXPO REAL every year and co-exhibitors of HPP can also take part with an individual desk. The purpose for this joint Dutch stand is to promote the Netherlands as a favourable country for establishing business and/or making investments. In 2021 HPP hopes to create, for the thirteenth time in a row, a unique Dutch meeting point for international visitors to EXPO REAL.

« Stand on EXPO REAL 2019 (Munich)

Joining the HPP stand as co-exhibitor

Taking part in the 'Holland Property Plaza' stand as a HPP co-exhibitor has several benefits. In addition to your private desk at the stand, HPP will take care of the entire operational execution of the EXPO REAL participation. By participating in the joint HPP stand you will become part of an extensive network of real estate-oriented, nationally and internationally operating HPP members. You will meet these partners at the stand or at the different HPP activities during the three days.

At the stand, HPP offers you a very dedicated team of professionals, personalised attention and support with long term experience. Also HPP makes sure your company name and logo will receive exposure as part of the well-known Dutch 'HPP brand'.

The all-inclusive co-exhibitor packages starts with an obligatory HPP Community membership. EXPO REAL participation packages starts from approx. € 10,000 till € 35,000.

Activities during the EXPO REAL

The private HPP International Investor Dinner in Palais Lenbach in Munich has become a real tradition over the years. Despite the fact that this year the EXPO REAL will take place at a different time and in a different way, HPP will still organise the ninth edition of the HPP Investor Dinner on Monday 5 October, this year in the Netherlands.

” *By participating in the joint HPP stand you will become part of an extensive network of real estate-oriented, nationally and internationally operating HPP members.*”

In addition, the HPP International Ladies Breakfast, which is traditionally held on a Wednesday morning in Munich, will be held online this year. The purpose of the HPP Ladies Breakfast is, and has always been to assemble a circle of peers for the purpose of discussing developments in the industry, and to broaden our international network of women in decision-making positions in the real estate industry.



Stand on EXPO REAL 2019 (Munich) »

HPP ANNUAL ACTIVITIES

Holland Property Bike Tour



“HPBike 2019 was fantastic again. Beautiful and challenging routes, good ambience and great organisation!”
HPBike participant

The Holland Property Bike Tour is an annual sporting network event for the real estate sector in June. The aim of this cycling tour is to bring real estate decision-makers (also from the public sector) into contact with each other in a different and informal way.

Launched in 2012, the first HPBike tour visited Rotterdam, Tilburg, Venlo and Cologne. Since then HPBike has visited Eindhoven, Maastricht, Aken, Zwolle, Enschede, Osnabruck, Utrecht, The Hague, Arnhem, Mönchengladbach, Apeldoorn, Almere, Lelystad, Groningen and Nijmegen.

Interest in the HPP Cycle Tour is growing each year. We have enthusiastic and dedicated participants who return every year, as well as new cyclists whom we always welcome warmly. It is expected that we will be able to greet approximately 70 cyclists at the start of the ninth HPBike tour in 2021 in Maastricht and Belgian Limburg.

HPBike 2019 (Nijmegen) »

Details HPBike

- Two-day cycle tour with daily distances of 100, 120 and 140 kilometres (depending on level of experience)
- From Thursday (from 18:00) to Saturday (around 18:00)
- Reception, two overnight stays and fully catered program
- Professional guidance (NTFU bicycle guides)
- Technical support from mechanics and service bus during the various stages, incl. sweeping truck
- HPBike cycling shirt and pants

Participation is allowed for people from the construction and real estate industries working at decision-making level (you don't have to be an

HPP member). The participation fee is € 695.00 excl. VAT per person, which covers nearly 50% of the cost. The other part is sponsored by a group of HPBike sponsors, with Change= as our main annual sponsor.



Unfortunately the original three-day HPBike event was not possible in 2020. Instead, we organised an HPP Cycling Day in September. A day for enthusiastic HPBike participants to catch up and cycle together, according to the rules of the 1.5m society and with a corona-proof drink with the famous HPP "bitterbal".

hollandpropertyplaza.eu/hpbike



HPP ON SOCIAL MEDIA

HPP news & blogs



linkedin.com/company/holland-property-plaza



instagram.com/hollandpropertyplaza

The norm to create a sustainable real estate industry

A blog about the PROVADA Live experiences



Roland Verniers
Partner at Hollis

Roland Verniers, Hollis, wrote a about his experience and findings on the second day of **PROVADA Live**: “Guesstimating the changes in behaviour of our end users, whether it be with living, working or buying products, is going to be key in how we shape the built environment post COVID-19. Getting it right is going to be a big task, but a great challenge to have nonetheless. It will shape the real estate sector as a whole and will ask for an entrepreneurial mindset of the people who work in it. Working together rather than creating competition to initiate new developments is going to be the norm to create a sustainable real estate industry.”

Like Comment Share

Nineties office building receives a complete makeover

An HPP network story



The demand for living in metropolitan areas is as big as ever. Transforming an existing property is one of the solutions for this pressing issue. Developer **De Maese Woningen**, architect **KuiperCompagnons**, investor **Holland Immo Group** and builder **Cordeel Nederland** are achieving a difficult feat together in Voorburg. More than 100 apartments will be added to the housing market of metropolitan region The Hague-Rotterdam.

With HPP members **Manfred Kuhl, Sander Dekker, Silvian van Tuyl & Jakko Dekker**.

Like Comment Share

The current economic figures by Sandra Phlippen, ABN Amro

HPP online presentation and discussion



Sandra Phlippen
Chief Economist at ABN Amro

Last Wednesday, the V-shaped crisis versus the U-shaped crisis, the GDP of the Big6 versus the Netherlands, Bloomberg’s vision, etc. were the topics of the HPP Online Meeting. **Sandra Phlippen**, chief economist **ABN AMRO Bank**, gave a very interesting lecture about the economic consequences of COVID-19 for the world, Europe and the Netherlands.

Moderator **Wienke Bodewes**: “My conclusions it that the recovery will be U-shaped and will take time; however, the Netherlands is in relatively good shape. Especially if we can keep investing while steering out of the crisis...”

Like Comment Share

The development of station locations

HPP online meeting with home-delivered lunchbox



Last week, around 20 HPP members met online to enjoy a home-delivered lunchbox and to participate in a webinar on the development of the station locations by **Ute Schneider, KCAP Architects&Planners**.

Moderator **Peter van Bosse, Fakton** concluded the online session with: ‘Station development is the business card of the city. Right now, we need to invest in our train stations. This applies to the smaller cities as well. That is why good cooperation between all stakeholders is essential.’

Like Comment Share

Greystar and OZ about OurDomain Amsterdam South East

An HPP network story



Courage, commitment and good collaboration. That made the project **OurDomain** in Amsterdam South East from HPP members **Greystar** and **OZ architect** a success. A huge project on an immense scale which will give living in Amsterdam South East quite a boost and will substantially expand the functions of **Business Park Amstel III**.

At the invitation of Holland Property Plaza, architect **Chris Zwiers** and client **Eelko Korteweg** entered into talks regarding this area transformation.

Like Comment Share



Follow the social media channels of HPP to stay up to date with all the HPP activities and news.



Christa Thijssen
Director | Founder

'Together we can create a high standard of living and working.'

Let me introduce you to our HPP Community members.

2020, so far, has been a year that has shaken the foundations of the way we live and work. We have all had to adapt to a new way of working and there is still a great deal of uncertainty about 'going back to normal' or 'back to the future'.

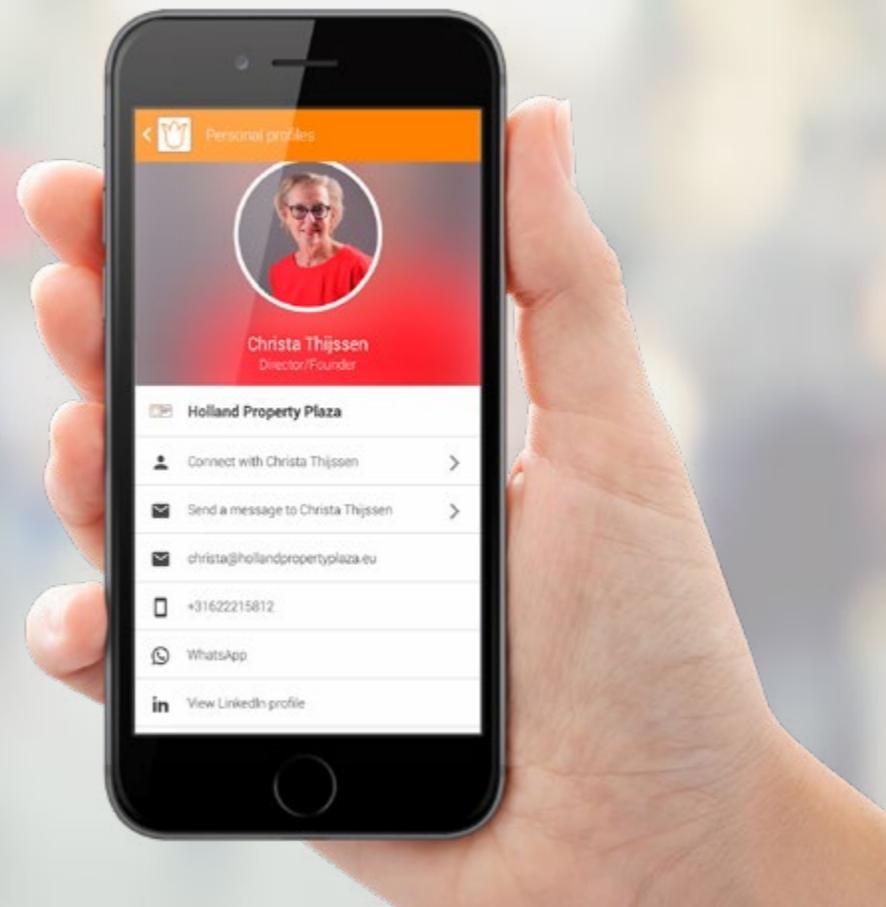
Undoubtedly, connecting and working online is something we are all used to by now and this is something we will continue to do. The HPP Online Meetings within the various HPP Communities have proven to be very successful, additionally for making new connections and sharing knowledge in terms of pitching projects and discussing trends.

To facilitate 'networking' and the 'sharing of expertise' throughout the year independent from the organised HPP meetings and events, we have introduced the HPP Community app. This is a mobile phone application that includes all the organisations and contact persons within the HPP network. This is a type of internal online "Who's Who in the Zoo" of board members, partners and commercial decision-makers and which also provides the relevant contact details. This app makes it easy for HPP members to find and contact each other and initiate collaboration. We are sure this is the path we need to take to strengthen our online network.

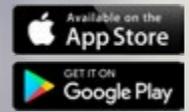
So my appeal to you is to use this app and the HPP network for your own benefit. Keep searching for new contacts, create new plans together and dare to kick off that joint venture. Especially now, the continuation of development and the creation of new projects - together - is vitally important. Working as we are in the real estate and construction industries, we have a major role to play in the modern economy and we need to cooperate to fulfill this role and align our projects with the current changing (and pressing) needs.

At HPP we have already seen shining examples of HPP members who have joined forces and created real estate - this has not only sparked new housing or retail opportunities, but also improved the public space and strengthened relations with the surrounding area. Take a look at our website to find out more about these unique cases including these projects: Our Domain of HPP members Greystar and OZ, and the project in Voorburg with HPP members KuiperCompagnons, Holland Immo Group and Cordeel.

Together we can create a high standard of living and working. I truly believe in that.



"An app with all board members, partners and commercial decisions-makers in the real estate. Easily connect and share."



Connecting cities and governmental institutions



HPP-PUBLIC Cities and Governmental Institutions

Community of Holland Property Plaza®

Cities and regional development companies play an important role in the interaction between commercial developers and investors and the ultimate users of real estate. HPP fully acknowledges the significance of that position and aims to accommodate those public players with the HPP-PUBLIC Community.

The objectives of HPP-PUBLIC are to promote mutual (cross-border) cooperation and the exchange of knowledge. In the interest of trans-European cooperation and the exchange of knowledge, HPP-PUBLIC welcomes both domestic and foreign municipalities and regional government as members.

The consistently high level of cooperation between HPP-PUBLIC and the other HPP Communities guarantees an interesting network with a broad spectrum of relationships between numerous public and commercial parties in the European real estate sector.

hollandpropertyplaza.eu/member/hpp-public

« Grote Markt, Schiedam (Gemeente Schiedam)

Central Government Real Estate Agency

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Central Government Real Estate Agency
Ministry of the Interior and Kingdom Relations

The Central Government Real Estate Agency (Rijksvastgoedbedrijf) uses property to help achieve the aims of the Dutch government. We manage a well-balanced property portfolio that satisfies the requirements of users.

The composition of the portfolio ensures that we can always meet central government's constantly changing property requirements. We do this by acquiring new properties, by selling superfluous

properties and by maintaining the properties under our management.

Properties for sale

The Dutch government has 953 properties that it plans to sell off by 2020. Of these, about 250 consist of real estate; the rest are plots of land varying in size and designated usage. Most of the real estate properties will require redevelopment. To accomplish its sales objectives, the Central Government Real Estate Agency is pursuing a sales strategy that invites cooperation with the real estate market. Our strategy is based on three core values: public, competitive and transparent.

Real estate transactions

Our property portfolio consists of over 12 million square meters, with almost 4 million square meters being office space. We buy, sell or renegotiate an average of 200,000 square meters annually. To ensure successful transactions we keep close track of the real estate market and urban trends. We also check that the rates we pay to lease offices are in line with

market rates. The Central Government Real Estate Agency leases 1.03 million square meters of office space on the Dutch and international real estate market.



Tessa Flantua
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Head of Real Estate Transactions

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made in **Arnhem**

Arnhem is an exciting and inspiring city. With its many parks and vibrant cultural scene it is a wonderful city to live in and visit. The capital of the Province of Gelderland also provides the ideal environment for business operating in the new energy sector.

Its favourable location between the Randstad conurbation in the Netherlands and the Ruhr region of Germany is one of the reasons why

the Arnhem/Nijmegen region is an excellent gateway to the European market.

With its knowledge of smart energy systems and sustainable mobility, combined with the creativity it has to offer, the Arnhem region is a fertile breeding ground for innovations.

Visit Arnhem and find out exactly what it has to offer your business!

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Gemeente Enschede

With 160.000 residents Enschede is the urban heart of the Eastern Netherlands. Enschede is located in the region of Twente, home to 627.000 inhabitants. A vibrant and energetic city. Right on the border of the Netherlands and Germany, urban dynamics go hand in hand with serenity and nature.

The region of Twente is an (inter)national, high-end technological, enterprising and innovative knowledge region. At 'Kennispark

Twente', innovation and entrepreneurship go hand in hand. Today over 400 companies have settled in on 'Kennispark Twente' and is rightly named the biggest innovation campus in the Netherlands.

Innovative entrepreneurs see Enschede as an attractive location to settle due to the presence of the knowledge industry, the high standard working locations and high living quality.

twente.com
kennispark.nl



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City of Maastricht

Maastricht is an international city with a unique location in the heart of the Euregion and well connected by several highways and nearby airports.

The city with an eye-catching character and beauty, also in surrounding areas, is a home to 121.511 residents. About 31% of these residents are of foreign descent and many of them are related to the university and the many (European) institutions and internationally oriented companies that the city has to offer.

The city's 11.025 businesses employ over 75.225 people in a predominantly knowledge-based and service-oriented economy.

Despite turbulent economic times, Maastricht has chosen to invest heavily in the quality of its city. The city has conducted a policy of innovative urban renewal and plans to further enhance its appeal in the years to come by investing € 1.5 billion in:

- Implementing large-scale infrastructure projects, including the construction of a tunnel under the A2 and improvements to the Meuse traffic intersection and redevelopment of the A2 area and surrounding neighborhoods;
- Strengthening the economic vitality, innovative capacity and knowledge economy (Brightlands Maastricht Health Campus, Maastricht University, United World College, United Nations University);
- Redeveloping existing business sites (new quays and trimodal access will be added to the Beatrixhaven, Steelpoort Maastricht);
- Transforming the existing urban area by improving the residential environment including the addition of 2 new city parks.
- Restructuring of old industrial areas into vibrant residential areas combined with retail, culture, leisure and modern businesses.
- Light rail connection Maastricht (NL) – Hasselt (BE).

Maastricht invites entrepreneurs and investors to discuss how we can continue to enhance the quality of our city.



Vivianne Heijnen
Councillor Economic affairs, (EU)
Regionalization, Housing and
Social innovation



Gert-Jan Krabbendam
Councillor Spatial Planning,
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Fred Sijben
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**WFMG – Business Development
Corporation Mönchengladbach**

WFMG supports all businesses and economic developments in the city of Mönchengladbach. The creation of new jobs is a central objective. A key to success is WFMG’s support and assistance for resident companies in Mönchengladbach as well all investors. A dynamic real estate sector offers plenty of opportunities for companies with an expansion strategy.

Networking activities

WFMG promotes strong and sustainable clusters in Mönchengladbach such as mechanical engineering, logistics, fashion, health care and creative industry. In the last years the digital companies and the retail properties have been in the centre of attention with projects as the cooperation between eBay and WFMG. The real estate sector inhabitants of the city and developed the masterplan MG 3.0. The new urban development strategy “mg+ wachsende Stadt” is based on this masterplan and gives investors new perspectives and projects for the growing city of Mönchengladbach. In the recent past, the work of economic development agencies has increasingly diversified as a result of space becoming scarcer, but also in response to megatrends such as digitisation. For example, WFMG is responsible for promoting start-ups and the digital transformation of small and medium-sized businesses. Funding advice as well as topics such as mobility, (IT) education and sustainability have increasingly moved into focus. In these matters, WFMG can always

rely on its excellent in-house competences and strong partner networks.

WFMG and HPP

Due to the long and successful cooperation between HPP and WFMG international real estate investors have been introduced to the German market. New investment possibilities such as „Kliniken Maria Hilf“, “Seestadt mg+” and the “Nordpark” still hold spaces for ideas.



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**gemeente
Schiedam**

Area development SchieDistrict

Schiedam is located in the most accessible place, near Rotterdam, in the densest urban area in the Netherlands. It has a number of unique selling points such as the largest windmills in the world and a historic city center. Schiedam is best known for its gin (Jenever capital) and shipyards and currently for the offshore industry.

Our city appeals to the pioneering spirit. History is still tangible and the opportunities are visible. Schiedam is now also a breeding ground for innovative companies in Mechatronics.

Project developers see enormous opportunities in Schiedam, especially because more and more people are showing an interest in living in a historic environment. The SchieDistrict program is a dynamic response to planning challenges to improve the quality of life by restructuring and innovating business parks, building sustainable homes and creating jobs.

By improving the housing supply and facilities, we ensure that talented, economically successful citizens stay in our city and improve the upward social mobility of our citizens.

SchieDistrict’s participatory approach, combined with smart procurement strategies and room for private initiatives, also minimizes public financial risk.



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**Tilburg, no. 1 logistics hotspot in the Netherlands**

In the heart of North-West Europe, surrounded by 170 million consumers, you'll find the city of Tilburg. The excellent positioning in Europe makes Tilburg ideally located for companies to reach their customers by rail, road or water.

Over the years many international companies, like Fujifilm and Tesla, have established their European operations in Tilburg.

Tilburg is a top logistics region in Europe. But what does logistics look like in a world driven by emerging technologies & disruptive innovations? What is the impact of new technologies like 3D printing? Tomorrow's logistics starts today. Our next step is developing Tilburg's smart hotspot Wijkevoort: an attractive hub with eye for new technologies, innovation power and natural landscape.

Moreover, Tilburg is the meeting place for talents and entrepreneurship. With a collaborative city government, outstanding business networks, educational institutes that match the labor market, and spatial growth potential, every entrepreneur can thrive in Tilburg.



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provincie limburg



Brightlands
Knowledge crossing borders

Limburg + metamorphosis = Brightlands

Limburg, a region located at the heart of Europe, is undergoing a metamorphosis. Brightlands is the enabler of a vibrant international community of more than 22,000 driven and talented people working in start-ups, SMEs, multi-nationals, and research institutes on the grand challenges of sustainability, circularity, digitalisation and health.

In this open environment, scientific knowledge that transects all kinds of borders leads to new products. It fosters entrepreneurial experiences and new forms of research and education. This vibrant ecosystem has already led to e.g. the creation of synthetic materials that repair bone tissue, or innovative materials and coatings for sustainable and healthy buildings and blockchain technology that makes the food chain more transparent. On these Brightlands fundamentals, Limburg is building a knowledge driven economy, contributing to the growth of the Dutch economy.

The secret of success

Brightlands is taking Limburg to the global level. What's the secret of its success? Brightlands is located in the middle of the Eindhoven-Leuven-Aachen technology triangle, in the European 'Blue Banana', and at the heart of one of the largest horticultural areas in Europe. Brightlands is also centrally located between the major seaports of Rotterdam and Antwerp and the Rhineland. This is where 40% of European chemical production takes place, accounting for 240,000 jobs. We create innovations through a unique approach that sees science focus on places where markets develop. Four Brightlands campuses are growing: Brightlands Chemelot Campus, Brightlands

Maastricht Health Campus, Brightlands Smart Services Campus, and Brightlands Campus Greenport Venlo. Stimulated by close cooperation between government players, knowledge institutions, and the business community, they work on the big issues in health and sustainability. That's our secret of success.

Limburg's DNA: knowledge, logistics, manufacturing, tourism

Limburg is moving ahead with urban development plans for Venlo, Roermond, Weert, Sittard-Geleen, Heerlen-Parkstad (the IBA approach). And then there's Maastricht. Limburg's capital is presenting itself as a European centre of culture and knowledge, but also as an ideal venue for conferences and exhibitions, including the international TEFAF art and antiques fair, or (for example this year) world conferences on archaeology and neuro modulation.

www.limburg.nl/stedelijkeontwikkeling
www.brightlands.com



Frank Vaessen
Manager Ontwikkelbedrijf



Connecting international investors and bankers

HPP-IREIN

International Real Estate Investors Netherlands

Community of Holland Property Plaza®

HPP-IREIN & Finance is a community for foreign investors, financial institutions (e.g. international operating banks), asset managers and property fund managers on the Dutch real estate market.

The objectives of the HPP-IREIN & Finance Community are:

- To exchange practices and knowledge throughout the Dutch real estate market
- To enrich the knowledge of participating members
- To actively approach market players
- To actively approach (central) governments

It is obvious that HPP-IREIN & Finance meanwhile plays a significant role on the Dutch real estate market. Our aim, in short, is to represent investors and bankers from abroad and to promote their general interests.

All real estate investors and bankers (commercial and/or residential) active on the Dutch property market and with an invested capital in the Netherlands of at least € 100 million, are eligible for a HPP-IREIN & Finance membership.

hollandpropertyplaza.eu/member/hpp-irein

APF International

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APF International is an independent manager, fully owned by its management, of real estate funds and investments. The real estate landscape is constantly changing. To continuously keep excelling, this requires expertise and entrepreneurship based on solid principles.

In the early years, the primary focus was on initiating and managing private APF real estate funds. Since 2008, the investment management

activities, based on mandates from foreign investors, have experienced strong growth and APF increasingly acts as a co-investor in real estate with an opportunistic character. This shows that APF is seen as a reliable and loyal partner who not only watches from the sidelines but is, and keeps, actively involved throughout the entire process. Business relations therefore describe us as creative, entrepreneurial, reliable, pleasant to work with and pragmatic. APF now has more than 1.4 billion euros worth of real estate under management. In addition, APF (re)development is involved as a development partner in various development initiatives.

Vision

In recent years, APF has successfully initiated, marketed and completed several real estate funds. Investing in homes and working environments, and this in the most pleasant living environments, is our top priority. Many years of experience and our constant analysis of the market, ensures we are able to identify opportunities at an early stage. Our countercyclical thinking gives us the lead and

insight that we consider necessary to stay ahead in the market with an eye on the highest achievable and sustainable return. The success of APF International is evidence-based; in recent years we have successfully initiated, managed and sold real estate investments. Since its establishment, APF has been involved in more than 3 billion in investment transactions. Our goal is to stay ahead of trends and in response to further develop our vision.

This results in distinctive investment products with the aim that we (together with our investment partners) have in mind: well-considered investments with a real return risk ratio. Always with an eye for new opportunities.

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BESIX Netherlands translates clients' property development goals and wishes into reality. Over the last decade, we have been involved in the construction of the top three high-rise buildings, not only in Netherlands, but also the Benelux.

We work with all our clients according to the Best of Project principle to achieve our objectives of realising large-scale complex projects that often contain integrated public

utility functions and high-rise components in major cities in the Netherlands. We can operate here because we can rely on the support of the BESIX Design Department in Brussels that has become a global knowledge and experience centre and that forms the basis for tomorrow's innovation.

Because our vision and Focus is recognised and acknowledged by our clients and partners, we are requested to work on prestigious projects such as the Grotiusplaats in the centre of The Hague and the Terraced Tower on the Maas in Rotterdam. In Amsterdam, BESIX Netherlands is the leading partner in the Sluishuis project on the banks of the IJ-meer. This project is being realised in collaboration with our venture capital partner BESIX RED. It represents the transformation of our own ambitions and dreams into an iconic new structure specifically designed to meet the contemporary living requirements of local people.

The BESIX Group

Besix Netherlands is a subsidiary of the BESIX Group. A financially strong, international,

enterprising construction, property development and concessionary company that was originally founded in 1909, but has since outgrown its roots as a small Belgian building firm to become one of the world's premier multi-service enterprises operating at the cutting edge of engineering and construction. The BESIX Group is active on four continents in driving international advances in construction technology forward and is a member of the United Nations' Initiative on Sustainable Development Goals (SDG).

If you want to know how BESIX can help you fulfil your ambitions, contact Stijn.



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Our goal is to optimize long-term risk-adjusted returns for our investors. Within the local markets of the Benelux, we are able to draw on our strong network of institutional investors, property managers, developers and brokers. We work in multidisciplinary teams in which each member takes responsibility for a part of the process. Central functions such as investment structuring, research and investor relations are organized at a European level while acquisition and asset management are conducted locally.

Catella Investment Management Benelux (CIMB) is the local branch that offers acquisitions and asset management for all Catella funds in the Netherlands, Belgium and Luxembourg. We also actively participate in the initiation of new funds such as the Catella Dutch Residential Fund II and the Catella European Residential Fund III. CIMB currently has about €1.2 billion in assets under management in the Benelux and is anticipating an acquisition volume of approximately €300 million in 2020.

Catella Investment Management Benelux (CIMB) is a dynamic organization that is growing in the Benelux. We offer a wide range of real estate funds with both core residential and commercial strategies underpinned by sound and extensive research. Our investors are primarily institutional investors who participate via special German (KVG) and Luxembourg-domiciled vehicles.

About Catella Investment Management Benelux

(CIMB) Catella Investment Management Benelux (CIMB) is part of the Catella group, an independent financial advisor, fund and asset manager with approximately 600 employees in 15 countries. Our parent Catella AB is listed on the Nasdaq Stockholm in the mid-cap segment.



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CORES Development was founded in 2006 by Peter Leyskens and Jurgen Van Bogaert to develop inner-city real estate concepts with social added value. Since 2018, the group has focused also on institutional investors in Belgium and abroad, in addition to private clients.

CORES Development develops and markets residential and commercial projects, including student housing, hotels and offices. The aim is always to develop sustainable real estate

in locations that are conducive to qualitative compaction and where all parameters are right: mobility, greenery, supply and demand.

This core reinforcement, or 'Urban Landscaping' with added value for society, can only come about through cooperation by and between all stakeholders: local residents, government institutions, architects, construction companies, engineering firms, etc.

CORES Development assumes its role as facilitator in this process, always acting in a compromise-oriented way.



Peter Leyskens
Managing Partner



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DekaBank is the Wertpapierhaus (securities services provider) of the German Savings Banks Finance Group. Together with its subsidiaries it forms Deka Group, which has total customer assets of around EUR 313 billion (as at 31/12/2019) and around 4.8 million securities accounts, making it one of the largest securities services providers and real estate asset managers in Germany. It provides retail and institutional clients access to a wide range of investment products and services.

DekaBank is firmly anchored in the Sparkassen-Finanzgruppe and designs its portfolio of products and services to meet the requirements of its shareholders and sales partners in the securities business.

The Deka Group's global real estate expertise is pooled in its Real Estate Division. The two investment companies, Deka Immobilien Investment GmbH and WestInvest Gesellschaft für Investmentfonds mbH, manage and service around EUR 40 billion in real estate assets (as at 31/12/2019).

Deka Immobilien is the specialist for real estate investments within the Deka Group and is one of the largest globally active real estate investment companies in Germany.

Firmly anchored in the world's largest financial alliance, the German Savings Bank Finance Group, we offer a wide range of real estate-based investment products and services, as well as loan funds, through our investment management companies Deka Immobilien Investment GmbH and WestInvest Gesellschaft für Investmentfonds mbH.

As an experienced real estate specialist, we possess proven expertise and comprehensive management competence for different market and investment cycles and have created sustained added value for our fund investors, tenants and business partners for more than five decades. Comprehensive market knowledge,

broad investment experience, and a regional market presence and global network make us a strong partner.



Ulrich Bäcker
Real Estate Management



Burkhard Dallosch
COO



Esteban de Lope Fend
Fund Management



Victor Stoltenburg
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Deutsche Hypothekbank (Actien-Gesellschaft) is a Pfandbriefbank specialising in the financing of commercial real estate and capital market business with clients in Germany and abroad. It is a member company of the NORD/LB Group in which it forms the centre of competence for the core business field of Commercial Real Estate Financing. Founded in 1872, Deutsche Hypo operates in Germany, the United Kingdom, France, the Benelux countries, Poland and Spain, regions with a large property stock and a

positive outlook. The Bank has its headquarters in Hanover, with locations in Berlin, Dusseldorf, Hamburg, Frankfurt and Munich, as well as in Amsterdam, London, Madrid, Paris and Warsaw. With around 416 employees and total assets of € 20 billion (31.12.2019), Deutsche Hypo is among the major German real estate financing institutes.

We focus on direct business with professional real estate investors and on high-quality properties with a good tenant structure and stable cash flow. Asset types that we finance are office and commercial buildings, retail, hotels, multi-storey residential and logistics.

Besides traditional products, we also offer innovative approaches of commercial real estate finance. From a strategic cooperation with insur-

ance companies and pension funds as well as the structuring of credit funds, we integrate financially strong financing partners. This is why we can also realize transactions of considerable magnitude.



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Greystar is a leading, fully integrated real estate company offering expertise in investment management, development, and management of rental housing properties globally. Headquartered in Charleston, South Carolina, Greystar operates over an estimated \$200 billion+ of real estate in nearly 200 markets globally including offices throughout the United States, United Kingdom, Europe, Latin America, and the Asia-Pacific region.

Greystar manages and Greystar is the largest operator of apartments in the United States, managing approximately 660,000 units/beds, and has a robust institutional investment management platform with approximately \$35 billion of assets under management, including over \$15 billion of assets under development.

Greystar Continental Europe

In 2013 Greystar entered the UK market and has built up a substantial portfolio of high-quality rental properties by investing in student accommodation and newly-developed build-to-rent homes. Greystar Continental Europe was launched in 2015 with the acquisition of OurCampus Amsterdam Diemen in the Netherlands, a complex comprising 1.022 student apartments with resident amenities and commercial areas fully operated on-site by a local team.

Eelko Korteweg joined Greystar in September 2015 as Director Investments and Acquisitions for the Netherlands. Mark Kuijpers joined Greystar in 2017 as Managing Director Netherlands, overseeing the Greystar Netherlands organization. The OurDomain portfolio resembles Greystar’s future living concept focusing on innovative, smart and inclusive residential projects. Each and every project integrates sustainability, smart

mobility and sharing economy solutions for residents while keeping a strong focus on resident satisfaction.

Greystar leverages its extensive global and local market knowledge and expertise to provide solutions for all facets of urban residential investments. With an initial focus on projects in vibrant metropolitan areas including Berlin, Dublin, London, Vienna and Madrid with multi-generational living for both long-stay and short-stay.



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HOLLAND IMMO GROUP

Holland Immo Group is a Dutch provider of closed-end real estate investment funds for Dutch private investors, family offices and institutional investors. It has initiated in total € 1,35 billion fund investments, was founded in 2001 and has now almost 20 years experience as an asset and investment managers. Asset classes under management are Dutch residential (including senior living and care), German warehouse centers and car parks in Europe.

The team consists of 25 professionals with extensive investment, financial, asset and commercial property management expertise.

The investment strategy is ‘core’ with focus on assets with underlying primary necessities (living, senior care, grocery anchored retail, inner-city parking facilities). With a clear focus on limited number of sectors to explore expertise and to team-up with developers and contractors for new investments. Portfolio divestments show that the buy and build strategy turned out to be successful. Several small-scale quality portfolios were combined to large portfolios to sell to the market and optimize exit returns after the holding periods.

Holland Immo Group has an Alternative Investment Fund Manager (AIFM) licence from the Dutch Financial Markets Authority (AFM).



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OCP is an independent real estate investment company founded in 2014. We have 40 employees in our offices in Amsterdam and Dublin. OCP acts as a real estate partner for pension funds, investment banks and family offices. OCP has established itself as a reputable and active player. OCP has successfully executed €3.0 billion in real estate transactions for its various partnerships.

Investment philosophy

OCP investment philosophy is to invest in high-quality real estate assets that generate long-term, stable cash-flows. We target urban locations that are supported by favorable demographics, strong employment growth and a sound economic outlook. OCP has two main investment strategies focused on core residential assets and convenience retail assets. In 2018 OCP made its first international acquisition in Dublin, Ireland.

Team

We focus on attracting exceptionally talented people and on creating an atmosphere that rewards initiative and independent thinking. This commitment is reflected in a culture that values integrity, professionalism and a passion for excellence. It also leads us to operate with prudence, financial discipline, a long-term perspective, and a clear understanding that trust is something we must earn every day.

Delivering returns responsibly

OCP firmly believes that good Environmental, Social and Governance (“ESG”) performance is synonymous with good business and will enhance the returns from its investments. We promote organizational behavior, in line with our ethical beliefs and best industry practice,

and by adopting a transparent and pro-active approach to ESG and its implementation.



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PATRIZIA AG has been active as an investment manager in the real estate market across Europe for more than 35 years.

PATRIZIA's activities include the acquisition, management, repositioning and sale of residential and commercial real estate through its own licensed investment platforms.

As a global partner for pan-European real estate investment, PATRIZIA operates as a

respected business partner of large institutional investors and retail investors in all major European countries.

PATRIZIA manages more than € 44 billion of real estate assets, primarily as an investment manager for insurance companies, pension fund institutions, sovereign funds, savings and cooperative banks and as co-investor.



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Properties Special Project Europe

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Properties Special Projects Europe

Properties Special Projects Europe was founded for two reasons:

External

The (international) interest in real estate investments in Europe has increased. Based on the current supply and demand, it is expected that real estate supply will not match the increasing demand. It is therefore important to face this situation and to create unique products for investors in (in)direct real estate.

Internal

25 years Jannes Vos started in the Dutch real estate. The local expertise provides knowledge of the real estate market and includes an extensive network of investors, infrastructure and construction companies, developers and the Dutch government and municipalities. This enables new opportunities such as fund investments, public-private projects, term financing and value-added projects.

Main activities are:

- Maintaining and expanding the European network
- Linking construction and development companies with investors and government institutions
- Establishment/management of real estate investment funds

Customers

Our qualified professionals in The Netherlands and 4 branches in Europe, have extensive experience, are locally based and are able to meet the requirements of clients in their region. Our clients come from France, Germany, Spain, the United Kingdom, Ireland, Scandinavia and Italy and from the Middle East and Asia. We pursue our customers' objectives with perseverance and ambition and are fully aware of all aspects of strategy and risk.



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Somerset Capital Partners is an ambitious and innovative investor who is active in the Dutch real estate market, private equity, start-up enterprises and the international financial markets.

Regarding real estate over the years we have specialised ourselves in large logistic developments. This includes related businesses such as industrial properties and data centres. Besides this we also invest in other asset classes, such as retail and offices.

We warmly welcome sustainable logistic developments and combine this with quality, functionality and image to provide excellent accommodation for logistic service providers and built-to-suit solutions for owner occupiers. Obviously we collaborate and closely work together with leading construction firms, architects, real estate advisors, banks and the governmental authorities.

Somerset Capital Partners is recommended for its rapid decision making in combination with trying to secure additional value. We enjoy constructing to the specifications of our clients but simultaneously acknowledge that the product needs to be high-end at market standard levels, in which possible 'build-to-suit' requirements are incorporated.



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Warburg-HIH Invest Real Estate (Warburg-HIH Invest) is a real estate investment manager serving institutional investors and covering the entire spectrum of national and international real estate investments.

We are one of Germany's leading managers of real estate special AIF with about EUR 11.2 billion in real assets under management, and a comprehensive track record in designing and implementing individual investment solutions. As a high-quality provider, Warburg-HIH Invest

delivers products and services with additional value. With sites in Germany, France, Austria, Spain, UK and the Netherlands Warburg-HIH Invest is the partner for European investment solutions.

Warburg-HIH Invest Benelux

The investment manager is represented in an own office in Amsterdam. Reinoud Plantenga is managing director of Warburg-HIH Invest Real Estate Benelux. In 2019 Warburg-HIH Invest acquired Edge Amsterdam West on behalf of Hana Alternative Asset Management.



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WHITEWOOD

Straightforward, and classic with a modern twist. That is Whitewood. With 'space to cultivate ambition' as our mantra.

How can we cultivate the ambition of our clients?

As a local partner in property and asset management, we make the needs of investors and the wants of tenants come together. As a "middle man" we reduce risks when it comes to

investments and increase happiness when it comes to tenancy. We're hoping to change the methodology behind urban renewal by working cohesively with both tenants and investors. By renovating and revitalizing existing buildings and seeking out interesting people to fill them, the cityscape gains another star on the map, portfolios gain a star on the page and companies thrive in fully tailored office spaces.

How do we do it?

We not only manage properties and assets but we also handle renovations, interior design, administration and concierge services. With a team of experts ranging from engineers to architects, to customer service and maintenance specialists, there is always someone solving problems or coming up with new ideas. When you work with us, gone are the days of miscommunication in property and asset management.

Why do we do it?

To be a local partner for international investors, one must not only be local, but also be a real partner. We make investments alongside our partners to create meaningful new work spaces in Belgium and the Netherlands. Being a catalyst for the types of projects that really

change the atmosphere of the city we're working in, is a great source of pride for all of us at Whitewood. Business doesn't have to be dull, and we promise it won't be when you're working with us.

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Frédéric Van der Planken
CEO | Founder

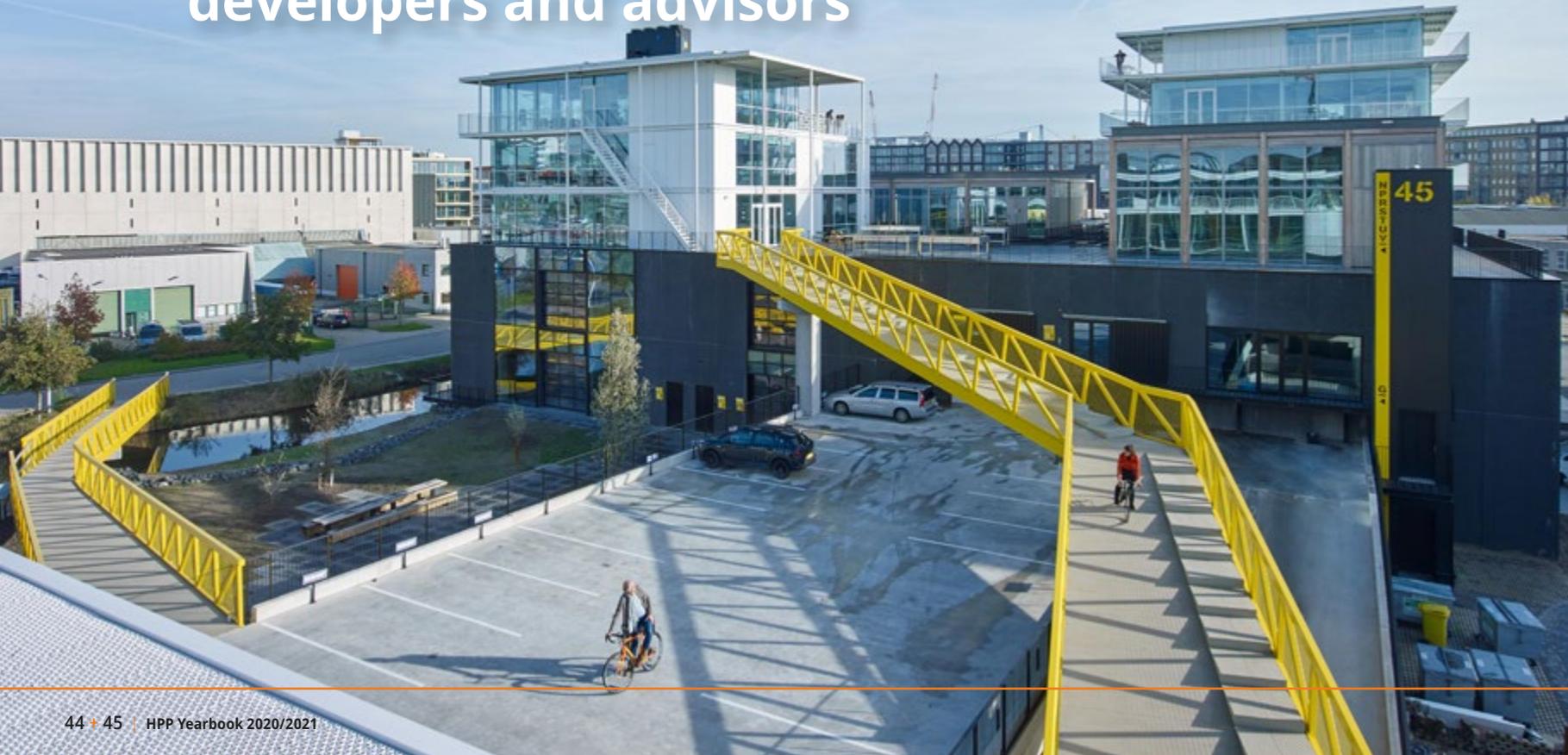
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Connecting real estate developers and advisors



HPP-REDA Real Estate Developers and Advisors

Community of Holland Property Plaza®

HPP-REDA is a community for foreign and local developers and advisors (architects, engineers, financial- and project services, etc.) in the Netherlands. This community enables these valued market players to be heard and equally provides a means by which they can be approached.

The objectives of HPP-REDA are:

- To promote the exchange of knowledge between real estate developers and advisors
- To promote a means of addressing regional and national government and politicians, thereby acting as a promoter of the interests of these community members
- To advance synergy between investors, developers and advisors.

HPP intends to achieve these objectives by monitoring and actively responding to market changes and relevant legislative amendments. Also, HPP strives to pursue the optimal business climate for the community members and provides support in the realisation of investment opportunities.

hollandpropertyplaza.eu/member/hpp-reda

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Development and investment go hand in hand

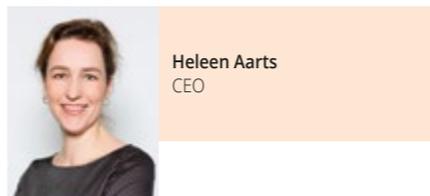
Amvest was founded in 1997 as a joint venture between Aegon and Pensioenfondszorg en Welzijn (Pfwz). Initially, we only managed rental homes. But thanks to our increasing knowledge of tenants' wishes, we had everything we needed to start developing these homes ourselves.

Since 2005, we have been focusing more and more on developing and investing in entire areas – with Strijp R in Eindhoven as our first success story. The long-lasting impact we have had on this residential area is apparent through our approach:

- Investing in diverse neighbourhoods
- Long-term collaboration
- Choosing for the future, and prioritising quality

Since then, we have grown considerably and have been the driving force behind several unique residential areas, such as DUIN in Almere and Cruquius in Amsterdam, which are still under development. As an investor, we will stay connected to these areas for years to come. And there are many more projects in the pipeline.

Creating a home together



Heleen Aarts
CEO



Dennis van Vugt
CFO



Bas van de Ven
Director Development & Transactions



Wim Wensing
Chief Investment Officer

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Annexum has over 20 years of experience in the Dutch property market. Annexum structures and manages real estate investment funds, particularly for and on behalf of retail investors, in a wide range of asset classes with special focus on residential, supermarkets and grocery stores, offices and healthcare in The Netherlands and Germany.

We understand the importance of converting opportunities into investment, without neglecting risks. Our scrupulous approach to investment opportunities has translated into an organisation of over 40 professionals and total assets in excess of € 800 million. Annexum is one of the leading independent providers of closed funds in the Dutch market.

We offer a complete range of services in order to provide comprehensive guidance to retail investors. Annexum offers amongst others sourcing of real estate deals, portfolio restructuring, and tailor-made advise to investors with specific challenges. The investment objective is to provide for attractive risk adjusted returns and capital growth.



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BDO. Exceptional service. Worldwide.

BDO is the world's fifth largest accounting network and delivers assurance, tax, and financial advisory services across the globe. We advise clients in the real estate & construction industry, helping developers, investors, funds and REITs and governments.

BDO's global Real Estate & Construction team is available to collaborate with you, wherever you do business. Our best-in-class people utilise the resources and global footprint of our cross-border organisation to give you key audit, tax, and consultative advice, as well as risk management, transaction services, corporate finance, direct taxation, VAT and forensic services. By staying focussed on your issues and opportunities we can help you navigate the challenges of our dynamic industry efficiently and with confidence.

BDO Global

www.bdo.global/en-gb/industries-en/real-estate-construction

BDO Netherlands

www.bdo.nl/nl-nl/branches/bouw-vastgoed



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WE MAKE IT HAPPEN!

BLOC is a creative real estate development & management company.

We develop pioneering concepts and properties for a wide variety of user groups. Our developments are never limited in ambition or societal relevance and incorporate themes like mobility, circularity and carbon neutrality. To us upgradability is key.

In all our projects the user experience comes first. We believe investor returns are best secured by serving their tenants and offering users long term sustainable perspectives. Hence, our goal is not just to (re)develop, but also to manage and operate our concepts and clients assets.

What we do

(re)Development and asset management of mixed use properties, offices, residential buildings, schools, leisure and care properties.

Strategic consultancy for institutional investors, corporate users, public entities and local governments in the fields of city planning, real estate development and management, placemaking and mobility.

Concepting and initiating impact funds and alternative investment strategies with a circular angle.



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Change=

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Change= is a privately owned company, committed to the development of residential real estate concepts for the working young and other societal transition groups. The mission of Change= is to facilitate young professionals – as well as other societal transition groups - by providing them with affordable state-of-the-art housing, enriched with a larger array of services of relevance. We call the concept “Networked Living.”

At the heart of the success of Change= to date and its expansion strategy for the immediate future, lies its innovative business architecture: Change= has proven how to vertically bundle and consolidate layered activities. Change= develops purpose driven real estate, provides comprehensive real estate management, actively facilitates residential community management, while it ultimately also serves as the service provider to various aspects of what constitutes ‘Living as a Service’, ultimately cumulating in ‘Networked Living.’

Networked Living means Change= thinks community first, remaining committed to five core components that provide the cornerstones of the Change= concept: Work, Housing, Learning, Living, as well as Care and Security.



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Law . Tax

We know the world of the investor, the developer, the tenant, the construction consortium or the asset manager like no other. Our advice therefore always makes the difference you need and stimulates your entrepreneurship. We feel at home in our local markets just as much as in international markets. Since you are our main point of focus, we will manage our international teams from the

country where you are located. You will have the guarantee that we have all the expertise that you need in order to make a difference in the real estate market. With over 4.800 lawyers, civil notaries and tax advisers in 43 countries, we give consistent legal advice across borders, coordinated from your home market. Whether you are in the retail, residential, hotels, infrastructure, care home, office, logistics, renewable energy or student accommodation sectors, we have the specialists to help.

Our services include:

- Property sales and purchases: either directly or through corporate vehicles
- Asset and property management: commercial leases and residential leases (negotiation, finalization, rent reviews, eviction)
- Property funds: launch of closed and open-ended funds, for institutional, private and/or retail investors, as well as issues related to the operation of such funds

- Property finance/banking: financing transactions including corporate finance, real estate finance, asset finance and leveraged finance
- Tax planning related to investment structures, Value-added tax (VAT) and local taxes, as well as tax advice and planning for domestic and foreign companies



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CONIX RDBM — ARCHITECTS

CONIX RDBM Architects is an important player in the Belgian and Dutch world of architecture. Managed by the architects Christine Conix, Jorden Goossenaerts and Frederik Jacobs, the team operates from offices in Antwerp, Brussels, Rotterdam and Terneuzen.

The ultimate goal is to create architecture that offers an added value to its users as well as to society as a whole. CONIX RDBM Architects wants its architecture to be functional, flexible

and aesthetic, for now and for the future. Because every project is unique, it does not focus on a specific building typology.

CONIX RDBM Architects is an organisation where people are continuously in motion, open to change, questioning themselves and their way of working, and developing innovative solutions. By combining ratio and emotion, CONIX RDBM Architects develops a solid base for functional, sustainable and innovative architecture.



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cordeel

Cordeel is an independent, family-owned business that dates back to 1934. As a general contractor, we specialise in the construction of new buildings as well as renovation and maintenance across the Netherlands.

We focus on:

- Offices
- Industrial properties
- Logistics centres
- Non-residential buildings (schools, hospitals, etc)
- Civil works
- Commercial properties
- Housing and apartment buildings
- Property development

With headquarters in Zwijndrecht and offices in Vlissingen, Terneuzen and Neer (Roermond), Cordeel Nederland is a subsidiary of the Cordeel Group and has been operating as an autonomous construction company since the 1980s.

Our dedicated team of more than 150 highly qualified professionals draws on wide-ranging specialist knowledge and employs state-of-the-art equipment to generate an annual turnover more than €125 million.

We have our own professional design and engineering department and production facilities

and can guarantee quality-driven, tailor-made solutions for our customers.

Cordeel has been around for 86 years and believes that traditional values matter. We not only work closely with architects and advisors in many fields but are always available and fully involved. Trustworthiness and reliability define what we do.

We are constantly looking for new opportunities and are continually seeking to develop long-term partnerships. Whether it involves conventional construction contracts, joint ventures or complete design and build projects, Cordeel might just be the dependable ally you've been looking for: **a Partner for the Future.**



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DeZwarteHond.
Architecture | Urbanism | Strategy

Context and Eternal beauty

De Zwarte Hond is a design company for architecture, urban design and research based in Groningen, Rotterdam and Cologne. We combine social engagement and craftsmanship to create high quality, precise projects that are sensitive to the context, to the users' needs and to the visions of our clients. Our work ranges from housing, education, healthcare, hotels, museums and workplaces to neighbourhoods, cities and urban regions.

"If you want to go fast, go alone. If you want to go far, go together." Our work is based on a profound interest in the people and world around us, from residents and users to our partners. That open view is essential to see and understand interdependence. Intertwining is the soul of our working process.

We are a team of unconventional thinkers with high ambitions for design and society. We can think across all scales from a metropolis right down to an individual brick. With ten partners and a skilled team of 100 staff, we have a broad scope of knowledge and multi-disciplinary, full-service experience. We draw on this expertise to translate any assignment, no matter how complex, into a clear intervention that makes a lasting, positive contribution to people and their living environments.

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Deerns was founded in 1928 by Paul Wessel Deerns. He specialized in the design and installation of central heating and cooling systems, back then seen as cutting the edge technology. Over the years Deerns has become the market leader in building services in The Netherlands. Deerns started the first office outside The Netherlands in 2000 and have been increasing international presence ever since.

Technological advancements

Today, every enterprise views sustainability as a trend that cannot be ignored. For Deerns, it has been a core value since our very beginning. Many of our clients, such as OVG, Schiphol Real Estate, a.s.r. and Rijksvastgoedbedrijf have always been wary of wasting their own and the earth's resources. Deerns is still renowned for designing cost effective and efficient systems.

Sustainable from day one

Our economies have become increasingly technology driven, and so has our real estate. This has resulted in complex systems which integrate energy management, building physics and building service technology to optimize performance and efficiency. Growing demands and possibilities are causing building services to compromise up to 50% of the total construction costs in new large scale developments. Deerns thrive in complex projects with multiple stakeholders. Innovation is one of Deerns' priorities to maintain our position as thought-leader and excel as consulting engineers, continuously developing new services. Our innovation capacity and engineering excellence have been recognised by the market through various nominations and awards.

Deerns Multiplier: CO₂ reduction

In the project we achieve the greatest effect on the reduction of CO₂ with sustainable energy concepts. To quantify and convey this, we created the Deerns Multiplier. This factor reflects the extent to which we manage to save CO₂ emissions for our clients in our top projects, as compared to the legal performance requirements; this savings are then related to our own CO₂ footprint.



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our financial profession we oversee the business case and all those involved. Individually, but also in relation to one another. Founded in 1981, we now combine our financial expertise with our process and negotiating skills to create value with you and for you, and for our shared living environment in particular.

Resilient Places.

Resilient cities. Strong communities. Robust real estate organizations. Every day, we help shape tomorrow's living environment. Always in collaboration with our partners. Building upon our expertise and experience in the property market and finance, we know how to connect parties. These parties include care, energy and mobility providers amongst others. Simultaneously we steer urban densification and many other challenges in today's society.

Real People.

We are proud of our professionals. They are teaming up with you and other specialists. Driven, inventive and committed, they connect public and private sectors. They structure solutions for national challenges. They integrate many expertises. And they make an impact on our cities and communities.

Financial Strategies.

A chain is only as strong as its weakest link. The same applies to the value creation chain. From

Fakton: Real People. Financial Strategies.

Resilient Places.

We tailor our services to achieve success. These services are provided by our ventures Fakton Capital, Fakton Consultancy, Fakton Valuation, Fakton Energy, Fakton Development and Fakton Executives, and our participating start-ups such as Springco and Batavia Defacto. Fakton unique ecosystem, focused on entrepreneurship and talent development, will help you reach your goals.



Anne van Eldonk
Chairman of Fakton

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Going Dutch Development (GDD) founded in 2015 by Paul Trip and Erik Röling, real estate professionals with a shared vision on their role in real estate development issues.

GDD specializes in developing real estate for third parties. Our challenge is to combine required expertises and aim for realistic real estate solutions. Solutions that are highly appropriate: for our client, the investor, users and all other parties involved in a specific real estate project.



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Hemwood is the new name of Gijs Heutink Advocaten, an Amsterdam specialist real estate law firm, founded in 2005. Hemwood has retained its position as a first-tier real estate firm in 2019, with over twelve sector specialised lawyers.

The firm focuses on all aspects of the real estate industry, contentious and non-contentious. It leads in inner city redevelopment projects and urban extension in the key areas of retail, hotels & leisure, residential, healthcare, industrial, energy & infra.

The firm's lawyers are experienced negotiators and goal-oriented strategists, sharing their knowledge and easily levelling and cooperating with all the parties involved in a project. The best result counts, be it around the table or in court.



Iskander Haverkate



Eefje van Bommel

Hollis

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Hollis is a leading international, independent real estate consultancy. We work with owners, occupiers, developers and funders, across both private and public sectors, to help them get more out of their real estate, at every stage of the property life cycle.

With offices across the UK, Ireland and mainland Europe (in The Netherlands, Germany and Spain), we're a multi-skilled team of surveyors, engineers, technical specialists, consultants and project managers.

We are committed to delivering and maintaining a sustainable built environment and are recognised specialists in technical due diligence, development monitoring, project management, cost management, measured surveys, M&E and environment, energy and sustainability.

We work across all sectors including office, retail and leisure, residential, industrial, public, education, heritage and healthcare.

We have a unique way of working, evolved through many years of practical experience and a tenacious attitude where we always try to find the fun.

We're constantly evolving our capabilities, footprint and approach to reflect the demands of a changing world, and make the best of what it offers.



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Image Building, innovative and sustainable real estate communication

Connecting owners and users. That is the purpose of our outdoor real estate communication. Image Building stands for innovation and sustainability. With almost 30 years of experience in the market we have developed, produced and improved the means for temporary outdoor signing and real estate.

Service, production, mounting and after sales; we are a full service company. We serve a ‘one-stop-shop’ experience. And because we have the complete process under our own management, we are able to guarantee the highest safety, quality and service standards. Together with you we create the right balance in your online and offline real estate communication.

All Image Building products are extensively tested and proved to be reliable, durable and safe. Besides the range of high-quality billboards and Trotters, Image Building is a very suitable partner when it comes to customization. For every case we provide a suitable solution.

Sustainable

Sustainability has been a leading theme at Image Building ever since the beginning. You could read our blog about sustainability on our website to learn more about how we integrate it. We continuously strive to make the production process more sustainable. Most of the materials used in our products are already 100% recyclable.



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The construction industry is constantly in motion: materials, techniques and housing requirements are constantly changing. With 60 years of experience in the field, Jan Snel is a rock-solid partner when it comes to high-quality housing solutions. Due to its industrialized and modular method, precision is the standard and Jan Snel projects are built smarter, swifter and more sustainable than traditional construction projects, time and again.

How is this possible? Jan Snel projects are manufactured in the factory and then finished on site. Although this is not visible on the outside, this method has numerous advantages. Building under controlled conditions means building with a minimal error margin and thus guaranteeing a high standard of quality. Not only that: this method is more efficient and productive and allows Jan Snel to save 30 to 50% more time in comparison to traditional construction methods. Modular construction is also a future-proof choice: Jan Snel has reduced its CO₂ emissions by half.

Together with its customers, Jan Snel thinks in millimeters instead of centimeters, in months rather than in years and in solutions instead of problems. As a result, a suitable solution can be found for everyone.



Harry van Zandwijk
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Janssen de Jong Groep is the group of construction specialists. We develop, build, renovate, restore and provide maintenance for companies, private individuals and public authorities. With subsidiaries in The Netherlands, the Caribbean and Poland, we represent ourselves both nationally and internationally. Synergy is an important keyword here. Together we realize the most beautiful projects.

Every day, our 1,000 employees build happiness, well-being and prosperity for our clients. It is therefore logical that our slogan is “Let’s build happiness together!”

At Janssen de Jong Groep, the core of our work is customer focus: At first we listen to the wishes of the clients, users and buyers and then we put in all the craftsmanship of our group companies and our partners. Together, we realize the best accommodation. Small construction projects receive just as much attention as large-scale area developments.

Janssen de Jong Groep is a leader in industrial and modular construction. At the same time, we invest in traditional crafts that are necessary for the restoration of cultural heritage, so that it can be preserved for future generations.



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KCAP Architects&Planners

Designing sustainable and inspiring living environments

KCAP Architects&Planners is known for the development of sustainable urban living environments, with buildings and public spaces that enliven and renew the city. In our designs, we combine our experience with architecture, urban planning and landscape design to create social and spatial cohesion.

KCAP is an international design firm specialised in architecture, urban planning and landscape design. Since its founding in 1989, KCAP has grown to become a leading international player with offices in Rotterdam, Zurich and Shanghai. The oeuvre of KCAP is wide in scope and ranges from complex urban transformations and landscape design to architecture and interiors in the Netherlands, Europe and Asia.

Characteristic of our design approach is our ambition to add quality to the living environment in the city. Through vital programming, the buildings are connected with their surroundings. The WELL principle is anchored in all our designs; facilities such as sports and green spaces are within easy reach for residents and users to experience the buildings and their environments as healthy and pleasant.

Our designs have the necessary flexibility for adapting to the individual needs of users and new social developments and reveal new concepts for living and working, culture, sustainability and infrastructure that go hand in hand with the social aspects for current and future generations.

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KuiperCompagnons has a reliable reputation as an office for urban planning, architecture, landscape and spatial planning, and we are proud of that. We have been working on advising, designing and directing the content and appearance of the built environment for over 100 years.

Plans that are only conceived on the drawing board have little chance of success. Plans must be created for and with people. The quality of

our plans will only be visible and tested after realisation. The clients, but especially the users, are the real litmus test. Our concepts are their world, their city, neighbourhood, street, playground or house. This is not always about grand-vision or iconic projects, and if they are such, then that is because the users, the residents experience the projects as such. We do it for them.

Our strength is to find solutions in complex urban environments. We do this by bringing together residents, governments and private parties. Our solutions spark happy, healthy and sustainable life places for life.

Our team consists of urban designers, (landscape) architects, planners, lawyers and a large network of other specialists that

are experienced in the spatial challenges of tomorrow. We think big, and at the same time ensure a realistic and executable plan.



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Top tier European Property Manager MVGM

MVGM is an authority in real estate, top tier property manager in Europe and the largest property manager in the Netherlands. MVGM has specialized teams in the area of property management in 10 European countries. We bundle knowledge and skills of property management in various sectors

and offer our customers fully integrated services with international experience and knowledge of the local market.

We manage offices, multi-tenants buildings, retail, shopping centers, residential assets, hotels, logistics, industrial assets and more. With more than 1,500 employees, MVGM works for national and international clients. For more information about MVGM, visit www.mvgm.com.



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OZ is an international architecture studio, creating intelligent design solutions for the built environment. In our work we strive for a sense of place, identity and the relationship with others. We want to improve the physical spaces in which we live, whether at urban or building scale. Therefore we are constantly looking for innovations. Our designs encourage both individual happiness and collective empowerment within the communities concerned.

Our work in Central America gives OZ valuable cultural and economic insights and enriches the knowledge base of our professionals. A healthy critical attitude towards each other combined with humor and trust is the source of creativity and drives us forward. We also thrive on strong collaborations with our partners who stimulate our creativity. Continuous research to improve or reinvent the existing is essential for our work.

Our designs stand for social and ecological sustainability. That is why we collaborate extensively with clients, users, contractors and other stakeholders in our projects. We know that with well thought-out design we can help our customers to make their processes run smoother and thereby improve the wellbeing of both people and animals. This makes each project a unique expression of user, climate and context.



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Ever since our establishment in 1994, we have been working together with our clients at finding answers to questions relating to the urban environment and its users.

Property management

Property management is more than just 'minding the store'. It's about a pro-active approach. Not only to maintain the building, but to improve it and make it more sustainable.

SGS Search has all the expertise and knowledge to offer property owners efficient and effective property management. For every improvement or measure, we look for the most sustainable variant, within budget.

Independent and professional

SGS Search has years of experience with property management both in the Netherlands and abroad (with the worldwide SGS network). Property owners can rely on complete independence. For example, when outsourcing work to maintenance providers, as well as in the relationship with tenants and every other commercial interest. This offers them awareness of the (technical) condition of their property, at all times.



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Skymark is a professional real estate manager taking the best care of your commercial or housing property throughout the Netherlands. We are centrally based near Amsterdam Schiphol. The emphasize of our services is on property management, facility management, owners associations and mixed owned parking garages. We have an in-house lawyer with an extensive legal real estate knowledge.

We are able to take care of all thinkable services for owners associations, with respect to commercial as well as housing properties, ranging from association establishment, exploitation, administration, formal association meetings and management in its full extent, including legal support.

We work for a variety of German and Dutch clients, ranging from closed end funds and institutional funds to private equity and family offices.

Skymark operates independently on the service side of the market. This allows us to remain objective with an unconditional commitment towards all our clients. Our dedicated team consists of 15 well experienced people managing over 70 buildings and owners associations.

We are looking forward to meeting you and presenting ourselves. We will prove that we can offer you our excellent services!



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Student Experience

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Student Experience is an independent, self-operating real estate developer and manager of innovative student housing projects where living, socializing and studying are combined.

The perfect setting for personal and academic growth. A lively community to immerse yourself in. Student Experience guarantees a whole new experience when it comes to student housing. Welcoming students from all over the world, we cherish the diversity that

makes our community what it is today: a nest for the ambitious and curious. We offer what they need to succeed: high quality student housing in urban hotspots with 24/7 security, hospitality, personal attention and quality service.

Student Experience takes care of the management of over 2.300 student studios in Amsterdam, the Netherlands. In the coming years the management will be expanded with locations in Spain, starting with Madrid. Further expansion in The Netherlands is being developed simultaneously. The ambition is to develop and manage 10.000 units in Europe to house students from all over the world.

Locations

- Student Experience Amsterdam Zuidas 800 studios
- Student Experience Amsterdam Amstel 520 studios
- Student Experience Amsterdam NDSM 400 studios
- Student Experience Amsterdam Minervahaven 600 studios

New developments

- Student Experience Madrid Pozuela 600 studios
- Student Experience Amstelveen Uilenstede 500 studios



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Your world is complex,
so let's make things simple

Data worth knowing.

The global construction industry faces many challenges, such as pressure to deliver projects in time and on budget, as well as the rising data volumes generated by an ever-growing number of parties involved in construction and engineering projects. As a result, there is an increasing need for intelligent digital construction solutions.

thinkproject builds bridges between digital and construction, giving you the tools to collate and connect project data in one place. We have curated a suite of products and services to connect you and your colleagues, enabling you to take control of your construction and engineering projects and deliver world-class results.

Digitalisation

Megatrends like digitalisation and innovations such as the Internet of Things and BIM represent both great opportunities and major challenges at the same time. thinkproject addresses today's digitalisation challenges with state-of-the-art software solutions and industry expert consulting and services. Based on the experience gleaned from thousands of construction project, thinkproject supports digitalisation transformation with strategies and concepts for digitisation, BIM implementation, strategic collaboration and information management. Consulting and services are carried out by a highly experienced team of industry experts consisting of engineers, architects and solution specialists.

Your partner for digital transformation

Founded in 2000, thinkproject has since grown

and developed into the leading provider of intelligent solutions for project collaboration and information management in Europe. With offices across Europe thinkproject serves customers all around the globe. Multi-national R&D teams create and maintain market-leading innovative systems at the forefront of the digital revolution for the sector.

About us

thinkproject is a global leader in construction intelligence. Our digital technologies unlock the potential of people and information to help construct a better world.

Since 2000, we have helped our customers deliver over 10,000 projects, achieving the fastest payback period in the sector.



Jules van der Weide
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Valstar Simonis is an independent Dutch consultancy and engineering agency in the field of sustainability, comfort, and safety in buildings. With our enthusiastic team we provide custom-made solutions for each project from our five branches in the Netherlands. We design all building installations combining our expertise in mechanical, electrical and building control systems.

Our mission and vision

'We use our knowledge to the maximum for a healthy and sustainable world', is our mission. Because we recognize the necessity to make our society sustainable. That's why we work on comfortable, flexible and healthy buildings that do not burden our living environment, but even make a positive contribution to this.

Buildings where people work and live pleasantly, retains its value. Comfort contributes to the health and productivity of people. Although building installations support this, our vision is: the less, the better. And by doing business in a socially, responsible manner, Valstar Simonis offers its employees a solid and pleasant basis to advise consistently with the above vision.

Designing integrally

The creation of a healthy and sustainable living and working environment asks for an integral approach from all design disciplines. That is why we strongly believe in teamwork.

We work on a wide range of varieties of projects; both renovation and new developments. Our expertise; hospitals, apartments, schools, theaters, retail, laboratories, universities, offices, datacenters, hotels and more.



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VanWonen Vastgoedontwikkeling

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VanWonen is the number one enterprising area and real estate developer from the Northern and Eastern Netherlands. Not affiliated with any large business or construction company, and therefore completely independent. At VanWonen, customers and the journey they make when developing, buying, building and renting a home are the main focus. At the heart of our approach is a particular focus on attention. VanWonen is a distinctive player in the market. We want to create homes and living environments in which everyone feels at home.

Area development

Because we want to create sustainable and healthy living environments, our expertise lies with projects that include area development. By doing this at an early stage – in co-creation with stakeholders – we optimally respond to customer needs. We focus on (inner) city developments as well as on transformation assignments and expansion locations where people can live, work, shop and enjoy themselves. We are not only aimed at families, but also older people, single-person households and young people.

Long-term relationships with buyers and tenants

We strongly believe in long-term relationships with our stakeholders and customers, where tenants and buyers are equally important. We realise this ambition even further through our housing fund. We intend to develop rental housing for a growing group of people in the middle market, for whom there is currently insufficient supply. Moreover, we maintain control over exploitation and management. This way we remain active in the areas we operate in.

Our way of working

The VanWonen way of working can be described as a joint journey with all stakeholders. This journey, founded on attention and involvement, is central to everything we do. Our four promises are always our guiding principles:

- Always welcome
- Development from within
- Not buyers but customers
- Involved from A to Z



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Vastbouw is a Dutch project developer located in a town in the east of the Netherlands. Its subsidiaries are located in Germany, Poland, Hungary and the Czech Republic. The company has already been active in developing, building and maintaining property for 37 years. Within three decades, they have grown from a small local excavator into one of the most capable and trusted providers of construction services in the region as well as abroad.

The company has an innovative style and holds on to the so-called ‘passive building approach’. This means that sustainable building puts the focus on energy-efficient design and realisation. With ‘Passive building’, dwellings are built energy-efficiently – yet they do not require the usual extended/active installations.

The core values are at the heart of Vastbouw’s business as these define how they work: reliability, friendliness, sustainability, price-consciousness and craftsmanship. Clients share their passion for results and this shows in their success. Vastbouw is convinced that this can only be achieved in collaboration with people from external partners, clients and other related organisations. For that reason, Vastbouw maintains a network of organisations in its industry. Its approach is focused on continuity and sustainability, with great attention to their employees to whom they offer the opportunity to develop their ambitions.



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VolkerWessels Vastgoed is part of VolkerWessels Bouw & Vastgoedontwikkeling Nederland B.V., we are primarily active on the Dutch market in area development, housing development, real estate for the healthcare industry and commercial real estate.

As a construction group we believe we have a positive contribution to make. We are building a better quality of life. The living environment of the future is a smart living environment

with socially and technologically advanced areas that enhance people's connectivity. An environment that is all about comfort, health and biodiversity.

It is essential that we work consciously on building our living environment. Our sector is on the eve of a drastic transition. Increasingly scarce raw materials, climate change but also increasing concerns about growing old in good health are examples of challenges our society is facing. As a construction group we can make a positive contribution by developing solutions to these challenges such as circular housing concepts, energy neutral infrastructure and sensing systems to improve the air quality in buildings. We need to address these challenges together by basing our reasoning on this common interest – safeguarding quality of life, now and in the future.



Marcel Schipper
CEO



Hans Borsje
Regional Manager



Muntcentrum, Brussels (Whitewood)



Stimulating innovation and adoption of technology in real estate

HPP-TECH Technology in Real Estate

Community of Holland Property Plaza®

Technology continues to be a catalyst for change in all areas of business and industry, and the real estate market is no exception. Technology companies play an increasingly important role in the real estate chain, but due to their different position in the total market chain, they do not overlap with other HPP communities. Therefore HPP has taken the initiative to establish a community for technology companies under the name of HPP-TECH.

The objectives of HPP-TECH are:

- To enrich the knowledge about emerging technology within HPP community
- To stimulate innovation and adoption of technology in the real estate sector
- To establish a network of 'trusted' participants from the tech industry
- To actively engage HPP-TECH members with senior leaders of the other HPP communities
- To provide a means by which HPP-TECH members can be approached

The exchange of relevant expertise will transform HPP-TECH into a unique knowledge network that can act as a discussion partner for other communities within HPP and other parties in the real estate sector.

hollandpropertyplaza.eu/member/hpp-tech

Drooms

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Drooms, the leading data room provider for commercial real estate transactions in Europe, grants companies controlled access to transaction relevant data across company boundaries. Built with artificial intelligence and blockchain technology, its digital platform Drooms TRANSACTION, offers a series of features enabling high-speed document processing, review and translation, streamlining workflows in a structured and transparent manner.

The software specialists conform with the latest EU data protection and security standards, including the GDPR. More than 15,000 complex transactions, including commercial real estate sales, IPOs, NPLs and mergers & acquisitions, have been handled by Drooms who are constantly developing their software to enhance transaction processing time.

In addition to Drooms TRANSACTION, Drooms PORTFOLIO maps all stages across the entire lifecycle asset management process on a single platform. Over 25,000 companies around the world currently use Drooms. Headquartered in Frankfurt, the SaaS provider has offices in Munich, Vienna, Paris, New York, London, Amsterdam, Milan, Madrid, Barcelona and Zug.



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Since 2012 OSRE is active in the customer journey of making the real estate transaction smarter. Based on a Software-as-a-Service multi-site platform for multiple asset classes OSRE connects property to people. OSRE believes that the process of a transaction has to give real estate professionals, tenants and buyers a smile. With 22 people, all with a passion for real estate and technology, OSRE is working every day on an innovative and scalable product, a platform to automate the real estate transaction.

The goal is to make operations regarding transactions digitised and smarter. In this way, OSRE wants the real estate professional to have more time for the personal relationship with the client. OSRE's drive is to make everything they do smarter.

OSRE believes that the success that their clients have realized with their platform is the most important reason to choose for OSRE. That's why they put clients at the heart of everything that they do.

Technology creates radically new models and opportunities in real estate. OSRE was among the first prop-tech businesses to create value for her clients even before the word existed. They are on a mission to change real estate transactions.



Jurjen Thomas
Founding Partner | CEO



Arjan van Meer
Founding Partner | CTO

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REASULT

REAL ESTATE IN CONTROL

Reasult is a leading software company that optimizes the financial performance of real estate organizations and provides insight into the financial performance of real estate portfolios.

Our software gives real estate organizations better information, better analyses and better decisions, and ensures meeting accountability requirements. The Reasult platform includes solutions for real estate development, asset and portfolio management, valuation management

and financial planning. Our solutions are used by property developers, asset managers and housing associations.

Reasult was founded in 2000. Since then we have spent every day designing and building state of the art software for the real estate market and we continue to do so with great pleasure and dedication. Over 70 professional real estate companies in the Netherlands, Belgium, Switzerland and Germany are using the Reasult software.



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Toucan Toco brings simplicity and clarity in the data world. We help present your data in a simple way; making it understandable and accessible, hence actionable by anyone in your company.

We are focused on the development of pedagogical data visualization software solutions for businesses to assist them in their decision making at every level of their organisations.

We give business leaders the ability to understand and communicate their data throughout the company.

These collaborative applications create storyboards out of sales, human resources, marketing, and financial data through mobile devices. Our solution aggregates multi-source data by using a library of connectors and presents the data on easy-to-use dashboards made of homemade interactive graphics; You discover your business's story, step by step, anywhere, anytime, and on any device. This is data storytelling.

Toucan Toco produces data visualisation apps for decision makers in more than 90 Fortune 500 companies.



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Connecting stakeholders in the construction and industry sector



HPP-C&I Real Estate Construction and Industry

Community of Holland Property Plaza®

HPP-C&I is a community with all prominent companies in the whole building, installation and real estate industry.

The objectives of HPP-C&I are to address the trends, developments and changes in the sector. It is important to know which way the society and the industry is developing, how others in that industry take their positions and how your organization will be able to take advantage of the new structure and play your game successfully.

The uniqueness of the HPP C&I is the exclusive membership of executives of leading companies. The entire chain is represented which ensures that the C&I-debates are fuelled by insights from different angles and highlighted with interesting examples and projects. This broadens the perspective and gives the members of this HPP Community a head start in their day-to-day business.

Board Members:

Christa Thijssen, Thijssen PR | President

Peter van Bosse, Fakton | Treasurer

Sabine Schoorl, PropTech Academy | Member

Jan van Zuijlen, BLOC | Member

Jurjen Thomas, OSRE | Member

Roland Verniers, Hollis | Member

hollandpropertyplaza.eu/member/hpp-construction-industry

« Berenkuij, Eindhoven (Jan Snel)



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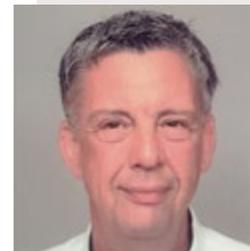


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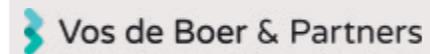
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” *HPP's proposal is to combine the HPP-C&I and HPP-TECH community into a new community named HPP Construction & Information.”*

The structure of the entire construction industry is undergoing (constant) change. New topics continually come to the fore and all start nowadays with a tsunami of collected data concerning consumer and market needs. Consumer-oriented building, modular pre-fabrication, industrialisation, digitisation and IoT, sustainability and circularity, alternative business-models, and quality management, to name but a few.

Due to these changes, HPP is in discussion about the structure of its communities and the need to combine the smaller platforms with larger groups of members (companies) in order to facilitate the sharing of knowledge and experiences among a broader audience. This will also enable other innovative players in the construction and real estate industries, such as manufacturers and suppliers, digital information oriented consultancies and facility and property managers, to easily join this newly developed platform.

HPP's proposal to the HPP-C&I board is to combine the HPP-C&I and HPP-TECH community into a new community named HPP Construction & Information, still HPP-C&I. This community will focus on the broad landscape of the construction and real estate industry in connection with new innovative developments, and is expected to meet several times a year (via physical or/and online meetings) to share the latest news and developments in the industry.



Connecting young professionals in real estate

HPP-Y-GEN Connecting Generations in Real Estate

Community of Holland Property Plaza®

HPP-Y-GEN is a debate club of young professionals across the various disciplines in the Dutch real estate sector. The ambition of HPP-Y-GEN is threefold:

- Establish a network of 'trusted' participants from the so-called Generation Y
- Promote engagement of HPP-Y-GEN members with senior leaders of the HPP-community
- Stimulate innovation in the real estate sector and further development of HPP-Y-GEN real estate professionals

After a series of successful events dedicated to Building as a Service and Housing – A Path Forward. The group of passionate real estate professionals will in 2020 focus on themes like *Climate resilience and climate adaptation, sustainable developments and climate-neutral construction & social well-being.*

Board Members:

Galyna Permyakova | Director Real Estate Development, PATRIZIA
Marlies Zwols | Associate Marketing & Acquisition, OZ Architects
Anneke Timmermans | Director Asset Management, Greystar
Etienne Cox | Tax Lawyer & Counsel, CMS

hollandpropertyplaza.eu/member/hpp-y-gen

Galyna Permyakova

Director Real Estate Development

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For me personally, HPP-Y-GEN is a great platform to enable development of future leaders and an opportunity to create a strong network.

Being responsible for the growth of PATRIZIA real estate development platform in The Netherlands, I am convinced that cities of the future will be more interconnected, digitally smarter, more sustainable, healthier, socially oriented. Therefore, we also need highly skilled, courageous and passionate real estate professionals that dare to take responsibility and make positive and meaningful impact.



Marlies Zwols

Associate Marketing & Acquisition

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OZ architecture bridges the gap between the unique location, real estate logic and the user-oriented design in high quality architecture.

To excel in this, we thrive on strong collaborations. This is why HPP suits me. It's international character, diversity of members and strong intellectual debates help me in my own development as a real estate professional. I am on the board of HPP-Y-Gen, to actively involve the younger generation in the debates on current topics. Very inspiring!



Anneke Timmermans

Director Asset Management

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My passion is to help improving the quality of life for residents and/or other users of real estate. I believe that by working together and leaving old

standards, we can find opportunities to improve or innovate. And by focusing on customer satisfaction, feasible business cases will arise. I am always looking for opportunities to learn new things and get inspired, which can help me fulfilling my passion. HPP-Y-GEN provides me this opportunity to learn and meet new people.



Etienne Cox

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My job is to advise real estate developers and investors on the fiscal optimization of real estate deals, construction projects and conversions.

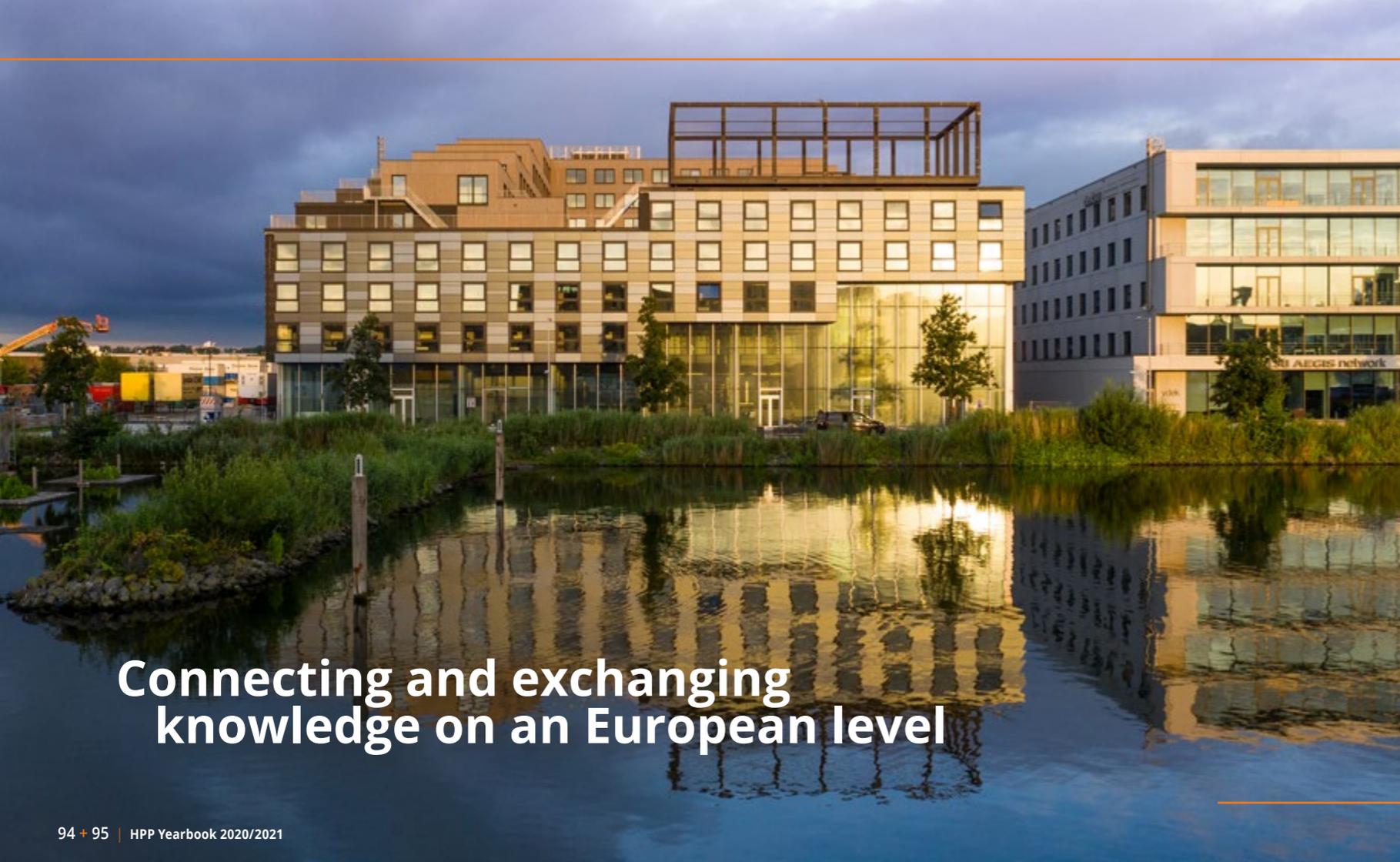
Hereby I focus on VAT, transfer tax, and the tax implications to share deals. In order to give the best possible advise, it is essential to keep track of all developments that occur in the real estate market. I think HPP is an excellent platform to do so.



HPP-Y-GEN is a community of young real estate professionals working at organizations who are a member of HPP. See below the organizations where the young potentials are based:



+ Do you have a young professional in your organization who is eager to learn, discuss and exchange? HPP-Y-GEN would be happy to welcome him or her in the community.



Connecting and exchanging knowledge on an European level

HPP-Partners International Network Partners

in cooperation with Holland Property Plaza®

Similar to the financial world, the real estate industry is one of those sectors not hindered by borders, that develops its activities where the yield is highest and the opportunities are plenty. This is why international contacts and trans-boundary collaborations form the foundation on which Holland Property Plaza bases its activities and continuously strengthens its network.

With local knowledge, necessary to correctly value locations, real estate and projects, a wider European network offers the right background for making new contacts, getting investors interested and taking note of new developments in the market.

Since its foundation in 2007, Holland Property Plaza has always put great effort into establishing a European collaboration for the real estate industry. Examples are contacts with German, English and Swiss (marketing) organisations, all working in the real estate industry, and they are only the beginning of a wider collaboration and exchange of knowledge.

hollandpropertyplaza.eu/international-network-partners

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The BeNeLux agent for Trade Fairs in Munich and around the world

If you are looking to develop your business internationally, you have come to the right place. Germany is the home of the trade fair and an ideal platform to showcase your company.

We are the agent for several German trade fair organisers. We represent Messe München, GHM, SPIELWARENMESSE and IMAG. Our goal

is to ensure that you – the potential exhibitor or visitor from the BeNeLux – are fully informed about the trade fair you are interested in.

We currently promote a portfolio of trade fairs from industries as varied as jewellery to building machinery and electronics to commercial real-estate. We represent trade fairs in China, Germany, India, Russia, Southeast Asia, South Africa, South America and Turkey.

Things we can support you with:

- Booking your space and stand design
- Obtaining government funding
- Purchasing your entrance ticket
- Travel arrangements
- Marketing opportunities
- Networking and Events

HPP is our long term partner for the international Real Estate show EXPO REAL.



Jaco van Ekeris

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Anja Sturme is owner of a public relations and communication agency. She especially prefers cross-border projects, because she worked for more than 15 years in the area of press, marketing and communications for companies in Germany, The Netherlands and Japan.

With regard to public relations activities, Sturme Communications acts as an interface between enterprises and media. We are experts for

real estate and finance topics, understand our customers' business and know what media are interested in. Benefit from our intensive contacts with all relevant media on-site and the supra-regional trade press.

Since early 2013, Anja assists and coordinates the activities of Holland Property Plaza by networking activities in Germany. She works in the German real estate industry and has come up with large networking events for real estate professionals as well as press and PR support of major real estate projects and companies. Due to their excellent contacts in the German real estate market, she will provide HPP the necessary pulses that contribute to the further growth of this international network.



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Swiss Circle®

International Real Estate Marketing

You can't e-mail a handshake! This is the guiding principle of our activities. Swiss Circle is providing marketing services for real estate companies, real estate properties and locations:

The Swiss stand on EXPO REAL and MIPIM

Since 25 years Swiss Circle is representing Switzerland on the most important expositions. That's why Swiss Circle became a wellknown entrance door to the Swiss real estate market as well as an efficient international platform for Swiss real estate experts.

Swiss Circle membership program

More than 200 Swiss and international companies are registered Swiss Circle Members and are allowed to use the Swiss Circle Brand and visit our networking events. The Swiss Circle Membership is connecting real estate experts and stimulating their businesses.

Networking events for real estate professionals

In order to connect real expert experts and location promoters Swiss Circle offers several networking events. Decision makers and opinion leaders of the Swiss real estate market are cultivating their personal network and appreciating the familiar atmosphere of our events.

Conventions on different topics

In order to extend the know-how of the participants Swiss Circle is organising conventions with renowned speakers. Furthermore these events are being used as efficient networking platforms.

Online platforms

Our networking is supported by online platforms full of useful information:

- swisscircle-members.ch
- realestate-experts.ch
- top-projekte.ch
- immobilien-termine.ch

SwissPropTech

Our partner network SwissPropTech takes care of more than 100 Swiss startup companies from the real estate and construction industry.



Roman H. Bolliger
CEO



Promoting mutual trust and facilitating cooperation and project investments



Holland
Property
Plaza

Group of
Real Estate Communities

In this HPP booklet, you have seen some inspiring images painted of projects designed, developed and/or financed by our members. All of them have made their own contribution to taking responsibility in terms of building appealing and efficient buildings and serving our clients and the construction and real estate industry.

At HPP, we are proud that we can boost these real estate projects by connecting (foreign) public and private parties. Increasingly, we see unique projects in which different HPP members are involved, who already knew each other from HPP activities. Key in these large-scale projects is efficient collaboration and the commitment of all parties involved. We will continue to make every effort to promote mutual trust and facilitate cross-border cooperation and project investments.

Read more about the projects by our HPP members on the next pages. Are you interested in one of the projects? Find the contact details of our HPP members in this booklet or in the HPP Community app and feel free to contact them.

Download the HPP community app (members only) on:





Dutch Central Government offices | The Hague CBD

The Central Government Real Estate Agency uses property to help achieve the aims of the Dutch government. We manage a well-balanced property portfolio that satisfies the requirements of users. The composition of the portfolio ensures that we can always meet central government's constantly changing property requirements. We do this by acquiring new properties, by selling superfluous properties and by maintaining the properties under our management.



Photo: © Corné Bastiaanse



Muntcentrum / Centre Monnaie | Brussels

The aim of this project is to redevelop the iconic building Muntcentrum that currently houses offices, into a unique, mixed-use complex that respects its context and history yet offers a contemporary space for the city of Brussels. With their experience from the neighbouring project Multi, Whitewood have the track record and the know-how to fulfill the company's purpose: space to cultivate ambition. By renovating and revitalizing existing buildings and seeking interesting people to fill them, the cityscape gains another star on the map, portfolios gain a star on the page and companies thrive in fully tailored spaces.



TRIODOS | Driebergen-Zeist

An energy and CO₂ neutral building, with plenty of daylight, LED lighting and large-scale generation of sustainable energy. Not only the building is energy neutral but also the use of the building is. In order to achieve this, first of all the energy demand is reduced as much as possible. The building, with a sustainable wooden construction, is covered with green roofs and encased with a full glass facade. Furthermore, the application of heat and cold storage, the use of more than 3,000 m² of solar panels and the installation of 120 smart, bi-directional charging poles contribute to the energy-neutral office.



Station Assen | Assen

Assen Station has been completely transformed thanks to an extraordinary wooden structure. The new station is defined by a triangular wooden roof that appears to float above the several buildings below. It connects the railway line and the city with a single urban gesture. The construction of a new car tunnel under the station square has allowed a traffic-calmed public space to be created around the station. The station was designed by Powerhouse Company and De Zwarte Hond on behalf of NS, ProRail and Assen city council.



Photo: © Sebastian van Damme



Grote markt | Schiedam

The city of Schiedam appeals to the pioneering spirit. History is still tangible and the opportunities are visible. Project developers see enormous opportunities in Schiedam, especially because more and more people are showing an interest in living in a historic environment. For example the SchieDistrict program, which is a dynamic response to planning challenges to improve the quality of life. By improving the housing supply and facilities and creating jobs, they ensure that talented, economically successful citizens stay in the city and improve the upward social mobility of the citizens.



Cadiz | Antwerp

Cadiz in Antwerp's Eilandje district comprises 216 apartments. A suitable climate has been created to attract pubs, restaurants and shops. Moreover, these facilities are integrated in the concept of the building itself. For example, a residential care centre and 48 adjoining assisted living apartments have been completed, plus catering, sports and relaxation areas and retail spaces including a supermarket. A green courtyard in the heart of the block connects all functions.

- 216 apartments
- 1 residential care centre
- 48 assisted living apartments
- 40,000 m² surface area



Imagewharf | Amsterdam

Commissioned by Imagewharf B.V., Hercuton has realised three loft offices and a parking building in the Houthavens in Amsterdam. The buildings are divided into various multifunctional spaces for companies in the creative sector. Hercuton realised this project conceptually, turn-key and in close cooperation with its sister companies Remco Ruimtebouw and Woody Building Concepts in concrete, steel and wood. Imagewharf is an initiative of a number of creative companies and Steengoed and comprises 17,500 m² building volume on almost 1.5 hectares of land. This urban community is built on experience and inspiration. Ideas, crafts and services come together in this urban oasis.



De Caap | Capelle aan den IJssel

In the coming ten years the Rivium neighbourhood in Capelle aan den IJssel will undergo a major transformation from a business park into a residential neighbourhood with approximately 5,000 homes. This generates a new urban impulse for the town. The major new housing development called De Caap, designed by De Zwarte Hond, forms the heart of the new neighbourhood. Residents will activate the facilities and services on street level such as supermarkets, restaurants and self-driving ParkShuttle vans; pedestrians and cyclists will add liveliness on the street. In this way De Caap ensures a high quality of urban space and thus lays the foundations for the development of rest of the neighbourhood.





Berenkuil | Eindhoven

Eindhoven is growing and is popular among students. Therefore, the city is faced with an urgent demand for suitable accommodation. In 2020, Jan Snel was able to build no less than 300 student accommodations in only five months. The studios are each 3 by 6 meters (18m²) and have their own kitchen and a bathroom with a toilet. This was a unique project because Jan Snel had opted for all-electric construction. In other words: the heating and water supply are electric, while energy consumption can be reduced considerably thanks to the installation of solar panels. The project therefore offers a future-proof solution.



Lumen | Scheveningen

A unique beachfront location calls for a building that honours its environment and history. Lumen is placed in balance with the adjacent lighthouse, so that the position of this identity bearer is restored to its former glory. Lumen is an open building with no clear entrance. All sides are the front. The bricks are provided with a light layer of sand, so that the facade has the same colour as the beach sand and shifts colour with it during sunrise and sunset. Lumen is truly cosmopolitan living in the dunes. Unprecedented comfort in combination with the tough nature. The building has 69 apartments with large terraces all around.



Minervahaven | Amsterdam

Student Experience International Amsterdam is an “extended-stay” facility for ambitious students, researchers and PhD students. The complex will be a sustainable, safe and innovative building with a multifunctional ground floor, a sports field on the roof and a lot of facilities and services. The studios, varying from 21m² to 45m², are equipped with a kitchenette and bathroom. Student Experience Amsterdam Minervahaven becomes the most sustainable student complex in Europe and has a BREEAM Excellent quality mark. The project will make an important contribution to the liveliness, safety and diversity in the neighbourhood.

Photo: ©egbertdeboer.com



O'Sea Charme | Ostend

O'Sea Charme is a composite project with housing facilities and the related living support programme. The design was derived from a desire to create a coherent and well defined environment from public spaces and buildings. The project provides approximately 168 additional living units in the area. It consists of terraced houses, studios, assisted living facilities and apartments. The development theme is for ‘an integrated new urban area that is in harmony with the surroundings, offering something for people of all ages. Architecture concept by CONIX RDBM Architects.

Photo: © Serge Brison





Jonas | Amsterdam

Jonas is an attractive, sustainable building that differentiates itself from the surrounding buildings in IJburg, Amsterdam, through its special location, unique shared living concept, architecture and sustainable features. Jonas offers 273 homes, of which 190 free-market rental homes.

There will be various communal spaces in and around the building. Jonas will be one of the first residential properties in the Netherlands with an “outstanding” BREEM rating.



Intel Hotel | Scheveningen

With the inspiration of the sails of boats this hotel will be a hotspot between the harbour and beach of Scheveningen. The hotel will have a nice terrace, restaurant, swimming pool (on the top floor with a beautiful view over the North sea and surrounding beaches) and 226 luxury rooms.

The execution of the project started in 2018. Client is the Intel Hotel Group and the hotel is under construction with expected delivery in 2021. The hotel is designed by KCAP architects & planners Rotterdam and the contractor is Boele & van Eesteren (part of VolkerWessels BVGO West)



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