

BREDA

Limitless, Welcoming and Green city
with firm ambitions.



BREDA
BRINGS IT TOGETHER

 Gemeente Breda

Doing business in The Netherlands



Skilled, highly productive and multilingual workforce.



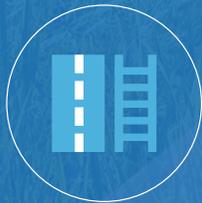
Most competitive economy in Europe according to the World Economic Forum.



High educational level
Ranked 6th in Global Talent Competitiveness Index.



Open and positive attitudes.



Modern and reliable infrastructure.



Business-friendly environment.



Brabant Region

According to fDi Magazine, the Brabant region ranks high among mid-sized European regions and has an acclaimed strategy to facilitate international investments.

The Brabant spirit provides a promising environment for businesses to flourish.



TOP 10 MID-SIZED EUROPEAN REGIONS OF THE FUTURE 2022/23 OVERALL

Rank	Region	Country
1	North Holland	Netherlands
2	Uusimaa	Finland
3	Berlin Region	Germany
4	Canton of Zurich	Switzerland
5	Stockholm County	Sweden
6	South Holland	Netherlands
7	North Brabant	Netherlands
8	Capital Region of Denmark	Denmark
9	Hamburg Region	Germany
10	București-Ilfov	Romania

TOP 10 MID-SIZED EUROPEAN REGIONS OF THE FUTURE 2022/23 ECONOMIC POTENTIAL

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1	North Holland	Netherlands
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Breda, located at the heart of Europe



184.706
inhabitants

Breda is a municipality and a city in the southern part of the Netherlands. Capital of the West-Brabant region. The Dutch royal family was founded in Breda 600 years ago. Many monuments and gardens attest to this royal history. Home of the Royal Military Academy and the headquarters of the Royal Netherlands Air Force.

Breda is a city where 'enjoying life' is second nature. A bustling city in a historic backdrop. Today, Breda has a service-oriented economy, based on applied technology, business, trade and logistics. A growing number of international companies have established their headquarters for Benelux operations in Breda.

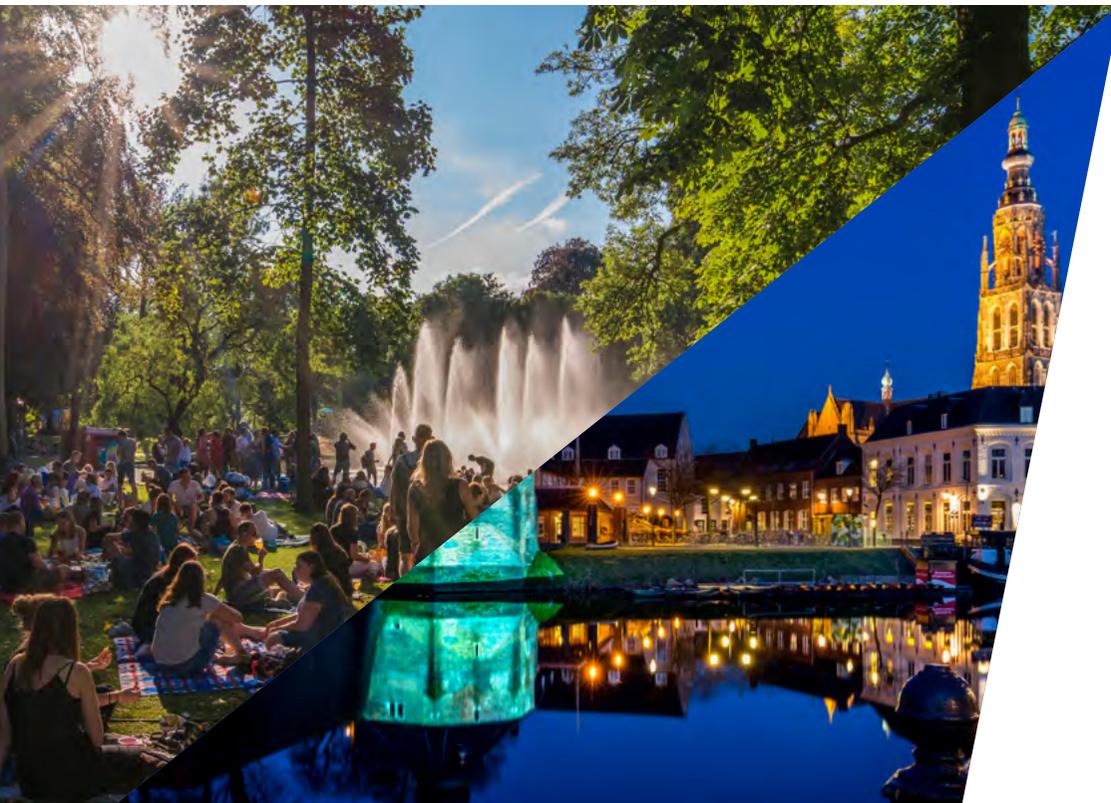
For centuries, Breda has inspired people to cooperate. Ideally located between two world ports, within an hour of five international airports and with excellent road and rail accessibility, integration is part of Breda's DNA.

22.000
companies

112.000
jobs

Limitless, welcoming and green

Together we are constantly working to improve our quality of life. Thinking limitless, welcoming and green is what drives and inspires Breda. These concepts, combined with digitalization, applied technology and creativity, offer citizens and companies a powerful mixture to ensure their future quality of life.



Green & sustainable

Residents, organisations and stakeholders are working together to greenify the city. Our goal is to become a 'National Park City'. Breda has the ambition to be CO₂ neutral in 2044. We put effort in:



Supporting companies in the next economy.



Transformation of existing companies towards a more sustainable business model.



We proactively stimulate the reduction and reuse of rest materials in our city.

International events

Breda is the home of a diverse range of events, which include several iconic international festivals.

Playgrounds presents contemporary visual artists, animators, vfx artists, game developers, sound & graphic designers in a year round program.

Graphic Matters reflects on the importance of visual culture during their festival, year round program and projects in the public space.

BredaPhoto is the largest photo exhibition in the Benelux organized once every two years at attractive indoor and outdoor locations in Breda.

Breepark is the largest and most versatile event location in the south of the Netherlands.



Art & Culture

Breda has a internationally distinguished reputation in several cultural disciplines.

- Breda has a strong history of visual arts with an academy that was founded 100 years ago: St. Joost School of Art and Design.
- The platform City of imagineers strengthens the creative industry in Breda and connects business with clients.
- The over 100 murals of the Blind Walls Gallery are inspired by local heritage and stories.
- Stedelijk Museum Breda is the museum for the city's heritage and history, and for contemporary visual culture.

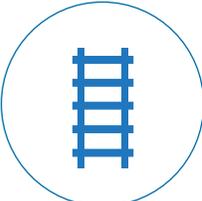


- Breda is a breeding ground for dance and DJ talent and the home base for top DJs Tiësto and Hardwell.
- de Stille is a professional dance company that focuses entirely on developing productions and performing for children, performing hundreds of shows throughout the world every year.
- Chassé Theater is the largest cultural stage of South-West Netherlands with three theatre stages, three film screens and three restaurant.
- MEZZ is Breda's stage for live pop music and dance in Breda, housed in a unique building designed especially for pop music.

Well Connected



Centrally located between the main ports of Rotterdam and Antwerp.



Excellent network of highways and connected to the international high-speed train network.



Located near Eindhoven and the European business centers (Amsterdam, Brussels, Frankfurt).



Strong International focus

Breda is the gateway to Brabant. As a major hub in north-west Europe, it literally brings together companies, internationals, students and tourists from all over the world.

Breda participates actively in European networks such as Eurocities, Covenant of Mayors and TheMayor.eu. We are a host city in the European Youth Parliament. Breda has won several European awards such as for Smart Tourism and Accessibility. Thanks to this involvement in EU projects, Breda is attractive for innovative European parties.

EU projects, e.g.

Urban Innovative Action Project Green Quays: innovative solutions for renaturing urban rivers in dense downtown areas.

Urban Innovative Action project AirQon: cars are used as power sources for food trucks and sound installations

Active participation in European networks.



Welcoming - a warm expat community.



International studies & international talent.



expansion of the international school, cross-border cooperation, international events and companies.



Lively international business climate

About 250 international companies have already chosen the Netherlands for a regional headquarters for their European and/or Benelux activities. The reasons for choosing Breda include: the favourable location, availability of talent, attractive residential and living climate and attractive fiscal climate of the Netherlands.



Hero

Lamb Weston
SEEING POSSIBILITIES IN POTATOES

ZEISS

ABInBev

Cosun

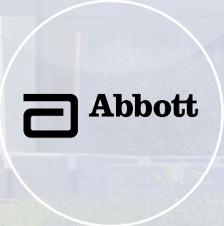
Inspiring companies

Home to numerous organizations active in the fields of Communication, Design, ICT, VR, AI, Gaming. Breda offers excellent conditions for tech and creative companies to thrive.

Additionally, the food industry and the life science and health industry is widely represented by companies such as Perfetti van Melle, Anheuser-Busch Inbev, Lamb Weston Meijer, Royal Cosun, Amgen, Abbott and Janssen. Innovative food companies include Schouten Europe, The Protein Brewery, HAK and Boerschappen.



AMGEN



Abbott



Janssen



CM.



Handpicked agencies



HAK
Professional



PERFETTI
van Melle

Smart City approach

The city of Breda wants to adapt digital developments to suit the city. The core vision of BREDATA: In 2030 Breda excels as a city where the human level of digitalisation comes first. Digitalisation contributes to the quality of life in Breda. A city where digital infrastructure has top bill, while simultaneously retaining space for rest, human physical contact, and interaction.

Breda's strategy makes it clear how Breda wants to deal with this. In addition, the strategy connects the city's initiatives by which we increase knowledge sharing and learning capacity, enabling Breda to use digitalisation smarter to improve the quality of life. This strategy can be divided into four complementary lines. First of all, a high-quality, high-speed digital infrastructure is the most basic and crucial requirement; 'hardware'. It will then enable digital applications and services to improve the city; 'software'. At the same time, it is important that the people involved are well prepared and understand the consequences and can decide for themselves how to deal with these changes: mindware. The final precondition is that the organization and processes are well equipped so that we can determine by whom, and when, the data is accessed: 'orgware'.



Hardware

Brabantring: single network to connect 5 major cities in our province.



Software

Green index: to check whether our city is, and stays, as green as possible.



Mindware

Use of sensors and data: to react quickly and to optimize our streets and provide for a safe, comfortable, and enjoyable environment.



Orgware

Digital Twin pilots: developing and testing various Digital Twin applications.

MASTERPLAN DIGITALISATION (BREDATA)

 **Innovation**
software

 **Exchange**
orgware

 **Connectivity**
hardware

 **Balance**
mindware

All levels of education

The best universities of applied sciences in the Netherlands can be found in this city. There is even an international primary and secondary school.

Breda University of Applied Sciences and Avans, our higher professional education institutions, contribute to the international business climate. Education, government and entrepreneurs are closely connected. For example, the business community scouts in our rich pool of talent and works together with them in innovation hubs.

16.532

Avans University of Applied Sciences Students (of which 426 international)

7.289

Breda University of Applied Sciences Students (of which 1.300 international)

6.600

ROC West-Brabant, vocational education students

1.300

De Rooi Pannen, vocational education students

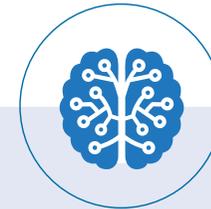
1.340

The Dutch Defense Academy students

Economic vision, our ambition



Strong cluster for applied technology and creativity. Creative business services, innovative creators, and entertainers.



Expertise in digital technology, Robotics, Videogames Industry, AI & data, AR/VR, Blockchain and IoT.



Innovative hubs. Brainstorm, experiment and develop together. Cooperation, networking and future vision.

Breda excels as an 'international hotspot for applied technology and creativity'. Entrepreneurs, educational facilities, and the government form a lively and effective ecosystem within collaboration on renewing and strengthening our economy. An economy that contributes to the broad prosperity of all residents of Breda by focusing on growth and sustainability, as well as inclusiveness.

Entrepreneurial support



Starting your business
B'Wise en Business Coach Breda



Growth and innovation
SME Growth programme



Digitization
*SME Digitization programme,
Datacoaches, Digital Workspace*



Sustainability
SustainABLE

'One stop shop', Help in every aspect of starting or establishing a business, Location, Finance, Regulations, Subsidies and Grants, Taxes, Labor Market, Connections and Introductions (ecosystem) etc.

Innovation District

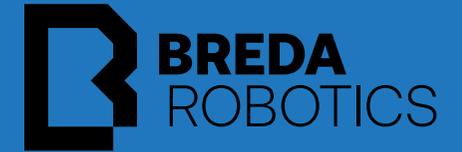
Support for innovation must be readily accessible for entrepreneurs, start-ups, students, and experts! To achieve this, we stimulate transparency in, and celebrate the distinctive features of, innovative and creative work locations in the city and region. We bring together existing and starting innovative and creative centres into one central hotspot.



B'Wise incubator: for start-ups, scale-ups, for innovative companies that want to grow and even for (semi) governmental organisations with innovation issues.

TripleO campus: the centre for applied technology and creativity in Breda and the surrounding area. A green and quiet oasis in the city. Together, more than 100 companies and professionals from different disciplines work here.

Innovation Hubs Breda Robotics



An innovative incubator where students, entrepreneurs, instructors, and employees work together in projects on new technology, techniques and implementing robotics solutions. Focussing upon robotics & manufacturing automation. Optimizing production processes by integrating manufacturing resources and software. They utilize Predictive Maintenance Robotized Precision Farming Industry 4.0/5.0.



Expertise & Experience Center.



Inspiring hybrid learning environment to experiment with robotics and AI solutions.



Ecosystem for innovative entrepreneurship.



Innovation Hubs Breda Circulair

Breda Circular is a platform for, and by, sustainable entrepreneurs who want to contribute to the transition to a circular economy, gain knowledge and connect with like-minded people and potential collaboration partners in the field of circularity.



Contribute to the transition to a circular economy (circular design, re-use of materials, green energy).



Gain knowledge and connect with like-minded people in the field of circularity.



Connect with potential collaboration partners.



Innovation Hubs Breda Game City

Breda is talented in game creation. The Buas has the 3rd best video games education in the world. Breda Game City was founded in 2020 by a team of experts who are connected by our mutual awareness of Breda's untapped game development potential. The goal is to further improve Breda's image on the international video games map by showing what we have to offer in terms of talent and also to create the ideal atmosphere for new companies to establish in Breda.



Supports the development of game studios in Breda.



Helps become a top hub in Europe for game developers.



Extended network helps to establish and scale the ecosystem.





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 Gemeente Breda