



Welcome to Breda

In Breda, we not only love life intensely, we try to make life even more beautiful. For and with each other. Breda does not stand still, the city moves forward. A historic and livable city, a place where dynamism is limitless. A bustling meeting place where creatives, entrepreneurs and innovators have room to pioneer. And where life is simply wonderful.

Breda brings it together

Breda brings charm and welcomes you warmly

In Breda, it is almost impossible not to feel at home. Its compact and charming center, its accessible character, the openness and warmth of its people: in Breda you feel the dynamism of a city and the charm of a large village. Expats and/or internationals are welcome in Breda. With a platform like Breda Internationals, the international community is also warmly welcomed in Breda, with the necessary help to build their new life in Breda in the best possible way. In other words, the ideal blueprint of a livable city.

Breda brings creativity and entrepreneurship

With its rich creative sector, Breda is a city that keeps surprising you, offering plenty of room to grow, develop and innovate. From Blind Walls Gallery to Sint Joost Art Academy, from the Breda University of Applied Sciences Academy for Games & Media to the internationally renowned Breda Photo: Breda is bursting with creativity and entrepreneurial spirit. You can feel and see these characteristics in the city itself: from the Innovation District to the 3rd best university in the world for Games & Media.

Breda brings social impact

Welcoming is not an empty slogan in Breda; it is in the city's DNA. The strategic, central geographical location between Rotterdam and Antwerp with networks of highways and connections to international speed train networks makes it attractive for international companies to include Breda in the consideration. Besides these aspects, the residents of Breda are hugely attached to liveliness with the Burgundian slant, the bustling

catering industry and the rich social life. The swirling NAC stadium, carnival, the Breda Jazz festival, the cozy terraces on the Grote Markt and the Havenkwartier. In this city, we open our doors to each other: everyone is welcome.

Breda brings history and future

In Nassaustad Breda, history is there for the taking, from the Breda Castle and Spanjaardsgat to Valkenberg Park, from the Grote Kerk to the Begijnhof. However how tangible and valuable that history may be, Breda is also constantly looking to the future. A city full of new ideas, where new technologies are developed and applied. A city with the potential and ambition to become an international hotspot for applied technology and creativity and a meeting place for innovators at the Innovation District.

Breda brings city and park together

Breda's charm lies not only in its accessibility and vibrancy, it is also a place where water and green constantly merge. The beautiful canals surround the historic center like a lifeline. The forest and the Markdal form a backyard full of oxygen, freely accessible to every resident of Breda. Greenery is everywhere - and it will only get greener: Breda will become more and more of a city in a park in the coming years.



Carla Kranenborg-Van Eerd
Deputy Mayor Economy,
Labour Market and Finance

Breda, international hotspot situated in the heart of Europe

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.

Province of North-Brabant

According to fDi Magazine, the province of North-Brabant 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 OFTHE FUTURE 2022/23 ECONOMIC POTENTIAL

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1	North Holland	Netherlands
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10	București-Ilfov	Romania

9th

largest city of the Netherlands

186,500

22,800

inhabitants

companies

jobs

113,800 → **23,800** (20%)

jobs in the field of applied technology & creativity

The city of Breda

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.





All levels of education

The best universities of applied sciences in the Netherlands can be found in Breda. Avans University of Applied Sciences and Breda University of Applied Sciences (BUas), the higher professional educational institutions in Breda.

Avans

Avans University of Applied Sciences is a higher educational institution with a strong position in Brabant, anchored in the Brabant work field. 'Avans is known as the best university of applied sciences for ten consecutive years.

The study programmes Avans delivers are divided over 12 academies - including the Avans-Fontys Law School.

Avans have academies in the following areas of interest:

- Art and Culture
- Business

Economics and

- · Law and Governance
- Technology
- Education
- · Behaviour and Society
- · Earth and Environment
- · Health Care
- · Language and
- **Exact and Computer**
- Communication
- Science

BUas

Breda University of Applied Sciences is a mediumsized higher education institution. BUas prepares students for an international career. Approximately 7.000 students from around 80 different countries study at BUas.

BUas stands for knowledge development, research and (executive) bachelor's and master's education at higher professional education and scientific level in the domains:

- · Built Environment
- · Leisure & Events
- · Data Science & Al
- Logistics Media
- Facility
- · Tourism
- Games

Hotel

BUas is an internationally renowned institution that strives for academic excellence. Together with students and experts, BUas seeks collaboration with frontrunners in the field, with whom they work on innovation and research and come up with new ideas. BUas helps the students to grow in their role as young professionals, in order to make a meaningful contribution to a better world.

ISB

The International School Breda (ISB) was established in 2011. The ISB is the only International School in West Brabant, catering for internationally mobile families. Currently, there are approximately 300 students registered at the school. The ISB is a co-educational day school offering international education in a Dutch context to internationally mobile children aged from 4 to 18 years old. As of September 2022, there are nearly 40 different nationalities represented amongst the student population. The team of around 60 members of staff is made up of more than 20 nationalities, 80% of whom are female.

NLDA

The Netherlands Defence Academy (NLDA) provides military education at academic level. The courses given at the NLDA bear comparison with courses given at civilian universities. In addition, the NLDA is the only military-scientific knowledge and research institute in the Netherlands. The NLDA's scientific research is mainly Defence-oriented, with scores of scientific experts in the area of Defence contributing to improvements in military operations. The NLDA is located in Breda, Den Helder and The Hague.

Number of students

16,532

Avans (of which 3% international students)

1,300

De Rooi Pannen

7,289

BUas (of which 20% international students)

1,340

NLDA

6,600

300















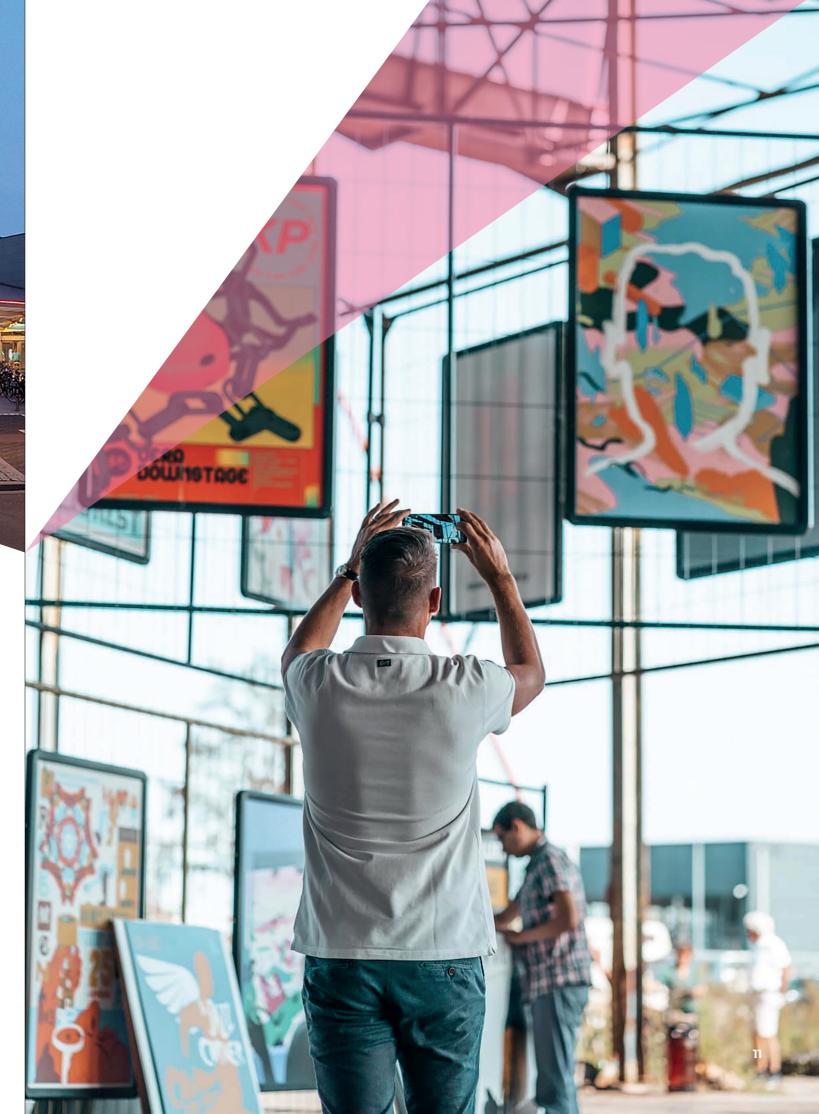
Art, Culture & International events

Breda offers a diverse range of events, which include several iconic international festivals.

- BredaPhoto is the largest photo exhibition in the Benelux organized biennially at attractive indoor and outdoor locations in Breda.
- **Breda Jazz Festival** is the largest four-day jazz festival in the Netherlands and Europe.
- Graphic Matters reflects on the importance of visual culture during their festival, year-round programme, and projects in the public space.
- Playgrounds presents contemporary visual artists, animators, VFX artists, game developers, sound & graphic designers in a year round programme.

Breda has an 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 businesses 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.







Find out more about doing business in Breda

Economic vision and our entrepreneurial support

Breda excels as an 'international hotspot for applied technology and creativity'. Entrepreneurs, educational institutions, and the government form a lively and effective ecosystem driven by 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 inclusivity.

The economic ambition of Breda is to strengthen our existing creative base. To keep applying technology that is driven by and will drive innovation By doing so, we can support all existing businesses in today's and tomorrow's challenges - and make everyone an innovator. Both longstanding family businesses and brand new start-up companies feel at home in Breda and make an impact with each other. It is this innovative mindset that is key to

keep unlocking the future. Be a part of it!



Strong clusters for applied technology and creativity. A breeding space for creative business services, innovative creators and entertainers.



Breda's expertise is digital technology, robotics, video game, AI & data, AR/VR, blockchain, and IoT.



Innovative hubs. We brainstorm, experiment and develop together.

Cooperation, networking, and always a view towards tomorrow.

Entrepreneurial support



Starting Your Business

In Breda, you will find like-minded people in B'WISE and Business Coach Breda. The experts, the business support organisations, and other start-ups or coaches are here to share knowledge and experiences to find the right path for your first step(s), together with you.



Digitalisation

Digitalisation may provide unprecedented possibilities – which often provides the question where to start? Or what will work for me? In Breda, we have the people and programmes in place to help you find your way. Try our SME Digitisation Programme, Data Coaches, Digital Workspaces, and Digital Accelerator Programmes.



Growth and innovation

Together with the partner network of Breda Business, we support and coach your growth. You will be connected to enablers and challengers through our highly supportive SME Growth Programme. Nowadays, innovation is key, and therefore, the aim of Breda Business is to connect you wherever possible to be ready for the next steps.



Sustainability

Reducing potential negative impact on your environment and increasing the positive impact we do make by doing business – this adds to one of the key ambitions of Breda. Are you ready to be a part of it? SustainABLE, Symbiosis4Growth, Impact Entrepreneurship, Circular Business Challenges, and Breda Circular are some of the activities and programmes that we undertake.

The partner network of Breda Business assists in every stage and aspect of starting a business.

Finding the right location, the right partners and the right people to work with. We provide assistance in dealing with local and national regulations, funding requirements through potential subsidies, grants

and founding partners but also the many ways of supporting and enhancing your own team.

Once you set foot in the entrepreneurial landscape of Breda, we aim to make you feel welcome and to be a part of Breda Business.



Discover and participate in the international community of

International Community

Breda Internationals and its LivingIn program

Breda lies strong focus on retaining and attracting international talent in the city and region West Brabant. Breda Internationals is an online and offline community platform for internationals living, working and studying in the region of West-Brabant.

An initiative of Avans, BUas, Holland Expat Center South (HECS), International School Breda (ISB) and the City of Breda. Creating a common space for expats/internationals who come to work and live in the city of Breda.

With many internationals coming from all over the place to our city, Breda wants to make sure everyone feels welcome and at home. Knowledge workers, accompanying spouses, students and Dutch-international-minded people are part of it.

The Living In program focuses on helping SMEs, knowledge institutions, local government, as well as sports and cultural facilities internationalize, taking advantage of the international talent present in the region.

The community platform is there to support internationals with finding information, events, and friends in the city.

Breda Internationals regularly hosts and collaborates with local organizations on various social, family, or business-related events and activities throughout the year. Think of guided tours, meet-ups and workshops.

Get connected today, introduce yourself, meet us and become an active member!

Together we can make Breda a more welcoming stay for all.





Read more stories of entrepreneurs from Breda

InternationalBusiness 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 includes: the favourable location, availability of talent, attractive residential and living climate, and attractive fiscal climate of the Netherlands.



"Everything we do is based on technology."

Peter de Vos, CEO of VDL Steelweld Breda

VDL Steelweld is an international company that was founded in 1965 and is active in the field of production automation, mainly aimed at the automotive industry.

The company was founded here in Breda and that is also the connection that VDL Steelweld has with

Breda. In addition, Breda is still an excellent location for VDL Steelweld. "There are good secondary schools here and there are higher technical schools in the region. This allows us to attract well-trained people from Breda or the surrounding area."



"The plant is our hero"

Hans Meeuwis, CEO of Royal Cosun

Cosun is a company owned by 8,400 arable farmers and the beauty of the model is that it has a long-term vision. The company has existed for 125 years. That is not given to every company."

"The sugar factory once stood here in Breda. We stopped the activities of that factory here in 2005. Cosun now has the two most energy-efficient factories elsewhere in the Netherlands. We do have a real history with Breda and that is also one of the reasons why our head office is located here. By the way, I can still remember that when I was young I used to distribute the newspaper in Breda, cycling under the clouds of the sugar factory that was still in full operation at the time."



"We have always stayed in Breda, apparently we feel at home here."

Lieve Declercq, Managing Director of SPIE Nederland

"We have about a hundred project locations spread across the Netherlands, but SPIE Nederland's head office is in Breda. This is where our roots lie. Long time ago we belonged to the Electron company, which specialized in high and low voltage. Over the years we have grown through acquisitions, but we have always remained in Breda."

"What we like about Breda is that the city has a digital vision, a vision of transition. They want to be a city without borders. They aspire to infinity,

hospitality and sustainability, values that fit well with our company. This is why we like to contribute to the quality of life in the city. I think it is important for the people of Breda to see that it is a liveable city, hospitable, where you can live safely and well, the air is clean and food distribution and infrastructure work efficiently. I believe that if people live in a city that visibly contributes to a better world, they will automatically do so. We as a company can contribute to this."



"You can do everything mediocre, but I just don't like that as much."

Jeroen van Glabbeek. CEO of CM.com

CM.com is the only listed company in Breda.

CM.com is active worldwide and half of the more than a thousand employs of CM.com work in Breda. It started twenty years ago with Club Message, which is where the name CM comes from. Jeroen van Glabbeek and Gilbert Gooijers met at secondary school and devised a system that enabled discotheques to send text messages with nightlife information to their customers.

CM.com's head office is still in Breda because Jeroen thinks it's a nice city, but we also hear it from our employees who come here from all over the world for training and education. There are two things that strike them about Breda. One of the things is that it is very green and we should cherish that and we should even contribute to that, I think. The other thing is that it is very safe. In principle, you can walk through the Valkenberg Park at night. That can just end well and that is not a fixed fact everywhere in the world.

Partners of the Breda Beyond Borders campaigns



























Innovation District

Together with entrepreneurs, knowledge institutions and talents, we translate creative ideas into innovative applications. In this way, we are working on a strong city for now and the future. Our open and accessible culture creates a dynamic network, where many innovative players know how to find each other flawlessly. And Breda has many of these innovators.

In order to facilitate the new economy it is essential to organize innovative networks, strong economic actors and more urbanized and vibrant environments. They are both competitive places and cool spaces and they will transform our city and region.

We connect 6 sub-areas within the innovation district. In this way we connect existing and new innovative and creative work locations in Breda and the region with a central hotspot. An Innovation District is not a secluded area, but a bustling district with a mix of facilities and

catering in the area itself or nearby. In this area, the aim is to create an environment that stimulates innovation and acts as an attractive working climate for the new economy and the associated talent.

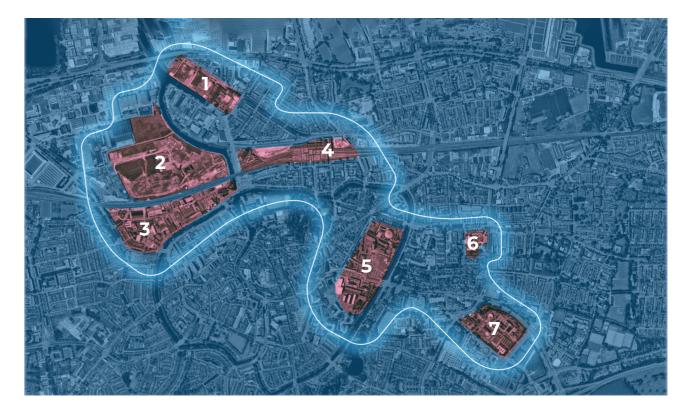
For example, in 2022, we realised our start-up incubator B'WISE. An innovative breeding ground in Breda where start-ups work day in, day out on tomorrow's solutions. 29 start-ups and 8 student start-ups are now housed here. In addition to an inspiring work location with a diversity of users where we encourage unexpected encounters, we offer start-ups programmes and coaching, guidance to financing and a broad network. In this way we stimulate innovative capabilities and double the success rate of start-ups in the West Brabant region.

The Breda Innovation District is a zone consisting several different sub-areas, each with its own character. This zone roughly runs from the Havenkwartier, across 't Zoet and the Slingerweg area on the west side, via the Stationskwartier and the Chassé to the campuses of Breda University and Avans University of Applied Sciences.

In the near future we will be working on three sub-areas under development, each with its own emphasis. No monofunctional areas, but interactive environments.

Sub-areas

- Havenkwartier
 't Zoet
- 3. Slingerweggebied
- 4. Stationskwartier and B'WISE Incubator)
- 5. Chassé (De Koepel6. Breda Universityand B'WISE Incubator)7. Avans Hogeschool





De Strip

In De Strip, we are building a Creative District. We will facilitate hubs to accommodate performing artists and creative craftsman where they can develop, produce and sell their products. Here, we specifically make room for creative entrepreneurship: From cultural makers and applied arts to product development and marketing. Creative entrepreneurs work together here and meet the public/customers, entrepreneurs from other sectors, creative students and artists. All this within a modern and blended city district with its own character where people can live, work and relax.

't Zoet

Working at this location is also part of a wider urban fabric. We welcome entrepreneurs with a strong emphasis on creative business services and innovative entertainers. Breda's leading position in the field of gaming can be found here! Businesses bring liveliness to this new part of the city. Here, the city, history, residents and creative entrepreneurs meet in a highly urban, water-rich and green environment.

Slingerweg

The Slingerweg area is mainly a work location.

The Slingerweg area will become THE hotspot for innovative makers, with an emphasis on robotisation. In 2023, we will start establishing a number of innovative makers on the Slingerweg, including Breda Robotics. In an inspiring environment there is room for experimentation, research and prototyping. Talents work on the technology of the future. The area is a breeding ground for innovation with its favorable location and characteristic buildings. With the current Triple O Campus, a lively community has already been formed in this area, which is also connected to other communities in the city. More than 100 companies within the applied technology and creativity sector are employed here.

However, for whom are we actually doing this? For the Applied Technology & Creativity target group. A diverse range of renowned companies and small, innovative players in

- Creative business services
 (ICT, media, marketing, design): e.g. Breda CM,
 Handpicked, Gr8, Inkubis, Brandspanking, Gr8
- Innovative entertainers
 (Events, gaming, VR) e.g. Breda Plugged,
 Unlimited productions, Twirlbound, Stitchheads
- Innovative makers
 (Robotics, 3D printing, Al, circular concepts) e.g.

 Breda ExRobotics, Squad, Spie, TUX Mobility
- Cultural entrepreneurs

 (visual arts, performing arts, etc.)
 e.g. Breda Podium Bloos,
- Regular makers
 ("peloton", including regular industry, wholesale)

 These sub-target groups all have slightly different space requirements.



Let's build the Breda Innovation District together, where space is given to applied technology and creativity.





Breda Robotics is a Smart Industry Field Lab and innovative incubator where students, entrepreneurs, instructors, and employees work together in projects on new technology, techniques and implementing robotics solutions. Focusing upon robotics & manufacturing automation. Optimising production processes by integrating manufacturing resources and software. Breda Robotics utilise Predictive Maintenance Robotized Precision Farming Industry 4.0/5.0.



"With the largest robotics cluster in the Netherlands, we are a leader in the field of robotics, AI and digitisation."

Maarten Hoogwout, Chairman of Breda Robotics and general manager World Wide Automation (WWA)



Find out more about the robotics community of Breda



Strengthening innovative ecosystem

Breda Robotics is a close ecosystem including partnerships among robotics companies, knowledge institutions, study associations and government.

Hybrid Learning Environment

The hybrid learning environment of Breda Robotics introduces students to professional practice by having them work on concrete business assignments is one of the core activities of Breda Robotics.

Demo & Experience Centre

Small and medium-sized enterprises have an important challenge to robotise. Breda Robotics helps them with this by inspiring and advising in the demo & experience centre.

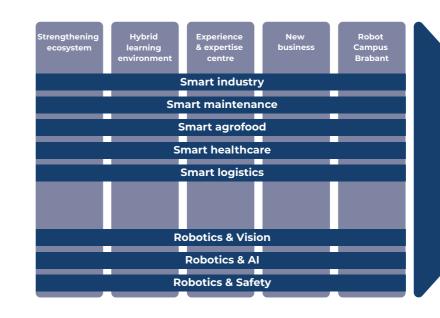
New Business

Partner companies of Breda Robotics work together with knowledge institutions and students to develop robotics applications for societal challenges in the field of food, safety and care.

Robot Campus Brabant

At the Robot Campus Brabant in Breda, the network comes together to inspire, develop and learn.

Initiating, facilitating and connecting projects and stakeholders that contribute to the development and implementation of Robotics and Industry 5.0 Technology in Brabant.



Productivity improvement: labor shortage and better working conditions

Strengthen competitive position through flexibility and agility

Application of robotics in relation to national missions:

- energy transition and
- · agriculture, water and food · health and care
- safety



Breda Game City

Breda houses over 30 video game studios and companies, 3,000 graduating students in the creative industries every year over three education institutions and ten game and media programs and the world no. #3 ranking video game university: BUas.



"Breda University of Applied Sciences (BUas) is a catalyst for bringing new movement in the games industry. We decided to start the studio in Breda, because we had a lot of good connections with the university, Breda Game City and the hub that is now being created."

Robbie Grigg, CTO of Studio Red and former games & media academy director of BUas



Find out more about the gaming community of Breda



Breda aims to be the leading video game region in Europe for Triple A games, immersive content and esports. Our strategic approach involves a multiyear video game program, fostering a triple win partnership among government, education, and industry.

In Breda, our video game ecosystem focuses on:

- 1. Education and Research at BUas game campus;
- 2. Community and cultural programs in Breda city;
- **3. Video Game Hub** Breda at the centre of the innovation district:
- **4. Game incubator** and accelerator programs from education to industry.

We embrace the potential of video game technologies to address social challenges. By harnessing the power of gamification, we create positive change, engage communities, and make a lasting social impact.

Video game incubator & accelerator

By fostering the synergies of existing educational programs, entrepreneurial initiative like B'WISE, and local video game expertise, we are building programs and support tailored for video game, immersive content and esports start-ups and scale-up. Together, we will shape the future of video game entrepreneurialism.

Video game studios & Breda Game City

In 2020, the foundation "Breda Game City" was established by game experts to assist game studio's in elevating the video games industry in Breda. The video games industry includes companies such as Stitch Heads, Twirlbound and Studio Red. Studio Red, founded in Breda in 2022, exemplifies the city's potential in the international game industry,

offering benefits, resources, and infrastructure for Triple-A game studios and game development.

BUas and the video games & media programs

Breda offers approximately 3,000 students in the digital creative industries through BUas, Avans and Curio. BUas offers two world-class ranking courses within the games & media academy:

- 4-year HBO bachelor course
 "Creative Media and Game Technologies"
 3rd best GAMEducation 2022 worldwide and the Rookies ranking in 2019,2020 and 2022.
- 1-year HBO master's degree
 "Master Game Technology"

 Golden rated program Elsevier 2022 and
 Princeton review No. 10 (2023) and No. 11 (2022)

 worldwide



Breda Circular

The city of Breda, together with its 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 become CO2 neutral in 2044. To be CO2 neutral in 2044, a platform has been set up named "Breda Circulair".



"Just as Breda Circulair offers a platform for entrepreneurs, we have described our sustainability ambitions and promises in our Mission Hospitality: by 2030 we want to be the most sustainable hospitality furniture supplier in Europe. Sustainability is woven into our DNA and all aspects of our business. From product development to production, from delivery to maintenance and all processes and people in the chain involved. Because a truly sustainable future can only be achieved together."

Christan Brouwers, CEO of Satelliet Hospitality Furniture



Find out more about the circular community of Breda



Breda Circulair 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

Breda Circulair sets up clusters around e.g. biobased building, food waste and the plant-based transition.

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

On a regular basis Breda Circulair organizes events and sets up circular business challenges.

Connect with potential collaboration partners

Breda Circulair is a growing ecosystem. There are more and more annexings in the field of education, confederations of local and regional industry and the government. Altogether we try to embrace the challenge to find the best solution.





Contact

In Breda, we do business together. BredaBusiness surprises, inspires, connects and informs you about current topics in the field of entrepreneurship. From practical tools to exclusive entrepreneurial stories.

Need knowledge, help or inspiration? BredaBusiness will show you the way in the economic field and is the first point of contact for you as an entrepreneur in the municipality. Thanks to our large (international) network, BredaBusiness is able to connect you quickly with relevant cooperation partners.



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