



Netherlands Enterprise Agency

### Programma Media Tour Bicycle (October, 26-31, 2014)

#### Participants:

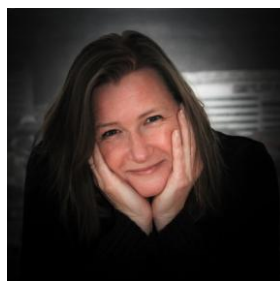
Mr. Avraham Ganor, Ofanaim Magazine  
Mr. Barry Davis, Jerusalem Post  
Mr. Jonathan Lemze, MAKO Online  
Mr. Meiri Doron Menashe, Yedioth Achronot  
Mr. Tuvi Pollack, Megafon

#### Weather forecast:

Day	Max	Min	%Sun	rain	Wind
Mo 27 oct	15°C	10°C	50%	0 mm	SW 3 Bft
Tue 28 oct	16°C	10°C	50%	2 mm	SSW 4 Bft
Wed 29 oct	14°C	11°C	10%	2 mm	SW 3 Bft
Thurs 30 oct	14°C	10°C	30%	2 mm	SSW 4 Bft
Fri 31 oct	14°C	10°C	50%	2 mm	SSW3 Bft

Suggestion: Bring a sweater and a Coat!

#### The tour will be accompanied by:



Mrs. Jeannette Barbier  
Holland Branding  
Netherlands Enterprise Agency  
T: +31629553206



Mrs. Channa Nieuwenweg  
Innovation and Public Diplomacy  
Dutch Embassy in Israel

# Holland is world's cycling leader

The Netherlands is the world's number one cycling country. Cycling is a major means of transportation there, serving as a sustainable, healthy and economical mobility solution. The Netherlands has vast bike-friendly infrastructure that makes cycling a practical and safe way to get around. It also has some of the most innovative bicycle technology and bike manufacturers. It's no wonder that countries around the world are calling on the Netherlands for cycling expertise and technology.

Cycling is a way of life in Holland. In fact, there are more bikes than people. The 16 million Dutch inhabitants own 18 million bicycles, most of which are made in Holland. Cycling is big business in Holland; more than 1 billion euros was spent on bicycles and cycling infrastructure in 2010.

## Small environmental footprint

Although cycling has been a common mode of transportation for decades in countries such as the Netherlands, Denmark and China, it is gaining in popularity elsewhere due to the growing concern about the environment and healthy living. Cycling has a small environmental footprint and big health advantages. However, in order to get more people biking, there needs to be good bike-friendly infrastructure.

## Bikeability

'Bikeability' is something the Netherlands excels in. Urban planning incorporates cycling paths in the transportation network. There are separate traffic lights for cyclists and special signs to regulate cycling traffic. Children learn the traffic rules for cycling in special training courses in grade school. All Dutch children around the age of 10 are required to take a theory test for cycling as well as a practical examination which is overseen by the police. Their bikes are checked and certified.

## Safety first

Safety comes first for Dutch cyclists. There are special traffic laws for cycling and these are seriously enforced. Bicycles have a special status in traffic. For example, under Dutch traffic law, if there is a collision between a car and a cyclist, the car driver's insurance is deemed responsible. Contrary to many other countries, cyclists of any age are not required by law to wear helmets. This is no doubt due to the fact that there are many other measures taken to ensure the safety of cyclists.

## Sharing expertise

For many countries, the Netherlands is a prime example of how cycling can be incorporated into everyday life. Several Dutch organisations are actively promoting Holland's expertise and technology abroad. For example, the Dutch Cycling Embassy is an advocacy group with representatives from non-profit organisations, private companies, bike manufacturers and local and national governments in the Netherlands. The embassy's goal is to help organisations and governments abroad to find partners for developing cycling infrastructure, policies and products.

## Exports on a roll

Know-how is one thing, technology is another. The Netherlands leads the world in innovation related to bicycle design and materials. You might say the Netherlands has turned bicycle-making into a fine art. The country counts many designers and manufacturers of a wide range of bikes, not only for domestic use but also for export. In fact, the Netherlands makes more than 30 percent of all the bikes in Europe, making it Europe's largest bike producer. In 2010, the Netherlands exported more than 1 million bicycles worldwide and exports have been steadily increasing in the past ten years.

As cycling continues to catch on as a modern mobility mode in countries worldwide, the call for Dutch expertise and technology will surely intensify.

## Dutch cycling facts:

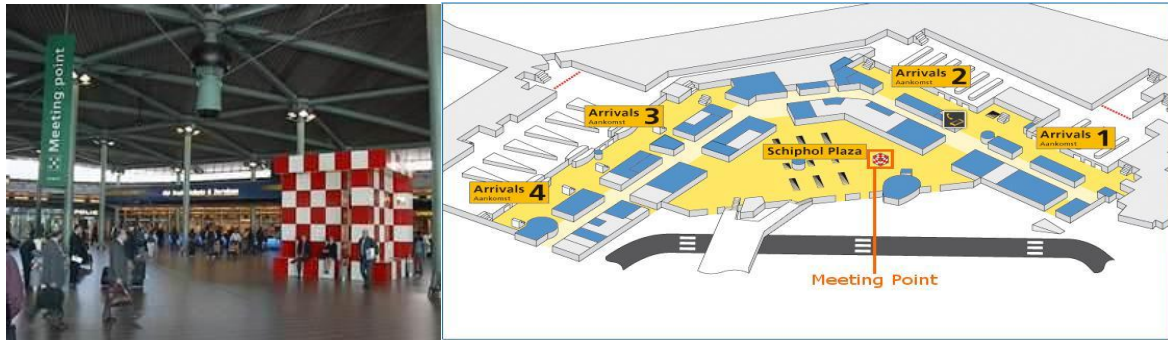
- There are 18 million bicycles in Holland, slightly more than one for every inhabitant
- There are 1.3 million new bicycles sold in Holland every year.
- The Netherlands is the largest producer of bicycles in Europe; it makes over 30 percent of the bikes in Europe.
- Over 1 million bicycles are exported by Holland every year.
- The Netherlands has over 29,000 km of segregated bicycle tracks (12,000 more than in 1996)
- Amsterdam spent 20 million euros a year between 2007 and 2010 to improve cycling infrastructure
- The Netherlands spends more than 1 billion euros on bicycles and bicycle infrastructure each year.

# Sunday, October 26

## Welcome!

Gather at Schiphol Plaza at the Meeting Point for a transport to the Ramada Inn (Staalmeesterslaan 410, 1057 PH Amsterdam, T: +31202070000) <http://www.ramada-amsterdam.com/en>

→ The Taxi driver will be waiting there.



When you arrive early, enjoy Amsterdam!! The hotel is at walking distance from Amsterdam Centre.

### History

[http://en.wikipedia.org/wiki/History\\_of\\_Amsterdam](http://en.wikipedia.org/wiki/History_of_Amsterdam)

### Sightseeing

*General sightseeing:*

<http://www.lonelyplanet.com/the-netherlands/amsterdam/sights>

[http://en.wikipedia.org/wiki/List\\_of\\_tourist\\_attractions\\_in\\_Amsterdam](http://en.wikipedia.org/wiki/List_of_tourist_attractions_in_Amsterdam)

### Museums:

Amsterdam is famous for its museums. The Rijksmuseum, Van Gogh Museum, Anne Frank House, and Stedelijk Museum are the most popular choices, but there are many interesting small museums. The city has a multitude of treasures outside the museum district. Amsterdam has museums to suit every type of interest.

<http://www.iamsterdam.com/en-GB/experience/what-to-do/museums-and-galleries>

### Shopping

<http://www.iamsterdam.com/en-GB/experience/what-to-do/shopping>

→ 19.45 Please assemble in the lobby of the hotel

**20.00 Welcome dinner at the Hotel**

# Monday, October 27

- 09.30 Check out from hotel!
- 09.45 Please assemble in the lobby of the hotel

## 10.00 - 11.30 The Dutch Cycling Embassy, Mobycon and the Royal Dutch Touring Club ANWB

**The Dutch Cycling Embassy** is a public private network. The Embassy operates in the field of urban planning and mobility. It is an intermediary between the demand for Dutch inputs (expertise, products and services) and Dutch parties that can deliver.



**Mobycon** (Partner of The Dutch Cycling Embassy) is an independent research and consulting company with more than 25 years of experience working in The Netherlands. We provide services related to managing traffic, transportation and mobility. By integrating transportation systems, we are working to create healthy and livable communities prepared for the future.

### The Royal Dutch Touring Club ANWB, Streetwise

For the ANWB it is important that everyone, even children can move themselves safely in traffic. She sees herself a major role when it comes to children and road safety.

Children only learn in practice how to better handle traffic. Therefore, the ANWB developed the ANWB Streetwise program. A practical, but also fun and educational traffic program that is appealing to all elementary school students.

- 10.00 – 10.15 Welcome with Coffee
- 10.15 – 10.30 Presentation Dutch Cycling Embassy by Angela Kloof
- 10.30 – 10.50 Presentation Mobycon
- 10.50 - 11.10 Presentation ANWB
- 11.10 – 11.20 Questions and Answers



Angela van der Kloof  
Advisor Mobility  
M: +3163330 5628  
E: [a.vanderkloof@mobycon.nl](mailto:a.vanderkloof@mobycon.nl)  
[www.mobycon.com](http://www.mobycon.com)



Jeannette van 't Zelfde  
Advisor Public Affairs  
M: +31653268469  
E: [jvtzelfde@anwb.nl](mailto:jvtzelfde@anwb.nl)  
[www.anwb.nl](http://www.anwb.nl)



<http://www.dutchcycling.nl>

- 11.30 Transfer by **Walking** to the Student Hotel (Jan van Galenstraat 335, 1061 AZ Amsterdam)

## 12.00 – 13.00 Lunch at The Student Hotel

### 13.00 - 14.30 Visit to The International Student Hotel

At The Student Hotel you will find everything you need, plus all the extras you want but never thought possible with student accommodation. You also have free access to an on-site private gym and when you stay with us for longer than a month, you will receive your own bike to use during your stay designed exclusively for The Student Hotel by VAN MOOF.

13.00 Concept The Student Hotel + VanMoof Partnership

13.15 Tour The Student Hotel

<p>Frank Uffen Director Marketing and Partnerships City Living – The Student Hotel M: +31647504947 E: <a href="mailto:frank@thestudenthotel.com">frank@thestudenthotel.com</a> <a href="http://www.thestudenthotel.com">http://www.thestudenthotel.com</a></p>		
--	---	---

→ 14.15 Transfer by **Walking** to Ramada Inn (**Staalmeesterslaan 410, 1057 PH Amsterdam**)

→ 14.30 Transfer to Municipality of Amsterdam (Amstel 1, 1011 PN Amsterdam)

### 15.00 – 17.30 meeting and coffee with The Policy Advisor Traffic, Transport and Infrastructure

You won't have to be here for long to realize that the bike is an integral part of Amsterdam life. Parents on bikes loaded with children and shopping, business people heading to a meeting, friends off for an night on the town; they all rely on their trusty bike to weave their way quickly and easily through the city.

15.00 – 16.00 Presentation "Amsterdam bicycle policies, an integrated approach"

16.00 – 17.30 Cycling Tour through Amsterdam

Ria Hilhorst, Policy Advisor Traffic, Transportation and infrastructure in Amsterdam will give a presentation and guide us at a cycling tour through the city of Amsterdam, so you can experience it yourself how it feels like cycling in Amsterdam.

<p>Ria Hilhorst Advisor Traffic and Transportation at Municipal Amsterdam M: +31683644770 <a href="http://www.iamsterdam.com/en-GB/living/about-amsterdam/transportation/bikes">http://www.iamsterdam.com/en-GB/living/about-amsterdam/transportation/bikes</a></p>		
---	---	---

→ 17.30 Transfer to Restaurant De Balie (Kleine-Gartmanplantsoen 10, 1017 RR Amsterdam)

### 18.00 – 20.30 Dinner at Restaurant De Balie

→ 20.30 Transfer to Hotel in Utrecht **Apollo Hotel Utrecht City Centre** (Vredenburg 14, 3511 BA Utrecht,  
**T: +31 (0)30 2331232.** <http://www.apollohotelsresorts.com/hotels-en-US/the-netherlands/utrecht-en-US/apollo-hotel-utrecht-city-centre-en-US>

→ 21.30 Arrival at the Hotel in Utrecht

## Tuesday, October 28

→ 09.00 Pick up Lunch Bag at the reception

→ 09.15 Transfer to Gazelle Experience Center (**Nijkerkstraat 17, 3821 CD Amersfoort**)

### 10.00 – 11.30 Visit to Gazelle Experience Center

Royal Dutch Gazelle employs around 450 employees at its factory in Dieren producing more than 300,000 bicycles a year. Gazelle is market leader in the Netherlands and also works hard at growing the organization outside the country. Ever since our company was incorporated in 1892 quality has always come first.

You see, at Gazelle, we believe: the better your bike is, the more often you will cycle! Ever since 1892 we have been doing everything in our power to make the finest quality bikes that provide the smoothest and most comfortable ride possible. This is how Gazelle makes you 'feel like cycling' every day.

10.00 – 10.15 Coffee and Cake

10.15 – 10.30 Presentation and Tour in the Gazelle Experience Center

10.30 – 11.15 Experience A Gazelle Bike

Sandra van der Wurf  
Manager Gazelle Experience Center & PR  
T: +31332533570  
E: [s.vanderwurf@gazelle.nl](mailto:s.vanderwurf@gazelle.nl)  
<http://www.gazellebikes.com/royal-dutch-gazelle/organisation>



→ 11.30 Transfer to NS Stations (Stationshal 17, Utrecht, Entrance office is on the right side of the shop ETOS next to platform 4/5)

### 12.00 – 13.00 Lunch in the bus

### 13.00 – 14.30 NS Stations, OV Fiets

OV-cycle offers a fast and environmentally friendly form of post-transport. Cheap and easy for both business and private travelers. We have a network of 200 locations where subscribers rent a bicycle for € 2.85 per trip. Travelers can so quickly go on their way. So no hassle with contracts or pay a deposit. Even the cost of the bike ride will be automatically collected. The number of rental locations grows; They are usually found in the NS bicycle parking at the stations.

Barend Kuenen  
Director Services at NS Stations (Dutch Railways)  
M: +31629598328  
E: [barend.kuenen@nsstations.nl](mailto:barend.kuenen@nsstations.nl)



→ 14.45 Transfer **Walking** to Mariaplaats Utrecht , T: **+3130737077**.

**15.00 – 17.30 Bicycle Tour Utrecht by Color by**

Cruise the city with the world famous Dom Tower by bike, guided by enthusiastic locals. Discover all about this vibrant, centuries old bike city. We will show you the places and bike infrastructure, you would probably miss if you would go by yourself.



→ 17.30 Transfer to the Hotel

→ 18.45 Please assemble in the lobby of the hotel

→ 19.00 Transfer by **Walking** to Utrecht to Stadskaasteel Oudaen

**19.30 Dinner at Restaurant Kasteel Oudaen (Oudegracht 99, 3511 Utrecht, T:+3130 231 1864)**

→ 21.00 Transfer by **Walking** to Hotel Apollo

→ 21.30 Arrival Hotel in Utrecht **Apollo Hotel Utrecht City Centre (Vredenburg 14, 3511 BA Utrecht)**

**T: +31 (0)30 2331232.** <http://www.apollohotelsresorts.com/hotels-en-US/the-netherlands/utrecht-en-US/apollo-hotel-utrecht-city-centre-en-US>

## Wednesday, October 29

→ 08.30 Transfer to Utrecht City (**Informatiecentrum Stationsgebied, Stadsplateau 1 te Utrecht**)

### 09.00 – 12.30 Visit the CU2030 project, the largest Bike parking space of the world

Like most Dutch cities, Utrecht has an extensive network of cycle paths, making cycling safe and popular. 33% of journeys within the city are by bicycle, more than any other mode of transport. (Cars, for example, account for 19% of trips). Bicycles are used by young and old people, and by individuals and families. They are mostly traditional, upright, steel-framed bicycles, with few or no gears. There are also barrow bikes, for carrying shopping or small children. As thousands of bicycles are parked haphazardly in town, creating an eyesore but also impeding pedestrians, the City Council decided in 2014 to build the world's largest bicycle parking station, near the Central Railway Station. This 3-floor construction will cost an estimated 48 million Euro's and will hold 12,500 bicycles. Completion is foreseen in 2018.

#### Presentations:

09.00 Welcome by Victor Everhardt





09.15 Biggest Bike Challenge Ever! by Anita Dirix

09.30 largest bicycle parking station by Erica van Dijk

10.00 Infrastructure, Alternative bike routes by Ruud Ditewig

10.15 A Guided Tour to the new and the existing bike parking spaces by Tjerk van Impelen



			
Victor Everhardt Municipal councillor City Area T: +31302861085	Erica van Dijk Project Manager Stationsplein Oost	Anita Dirix Project Manager CU203 M: +31650555062	Tjerk van Impelen Information Officer T: +3130286 96 50
<p><a href="http://www.cu2030.nl">www.cu2030.nl</a>, <a href="https://twitter.com/CU2030">twitter/CU2030</a>, <a href="http://youtu.be/ynIRAhoqoBc">http://youtu.be/ynIRAhoqoBc</a>, <a href="http://www.visit-trecht.com/en">http://www.visit-trecht.com/en</a> <a href="https://twitter.com/cu2030">twitter/cu2030</a> (<a href="http://youtu.be/ynIRAhoqoBc">http://youtu.be/ynIRAhoqoBc</a>)</p>			

→ 11.30 Transfer by **Walking** to Zeyn (**Jaarbeursplein 4, Utrecht tel: +31 30 295 5665**)

### 12.00 – 13.00 Lunch at Zeyn

→ 13.30 transfer to Municipality of Houten (**Onderdoor 25, 3990 DA Houten**)

### 14.30 – 17.00 Visit the Municipality of Houten

Houten is internationally known for its urban design. Because of the city structure, people are encouraged to travel by bike and train. Distinctive qualities of Houten include the accessibility of the railway station, green and water zones throughout the whole city, numerous soccer and basketball fields, high standard of accommodation for different groups and the child-friendly bicycle paths. It is one of the safest cities in the Netherlands. Cyclists and cars are able to avoid each other: an extensive network of bicycle tracks connects the different districts of the town, while cars have to go to the city ring road before they can go to another part of the city.

Unique traffic system in Houten is implemented where Bicycle and Pedestrians stand central. Bike Tour through Houten.



14.30 uur Welcome with coffee and tea  
14.40 uur Presentation Bike City Houten  
15.20 uur To transferium, pick up Bikes  
15.30 uur Bike Tour Houten

Andre Botermans  
Municipal councillor Urban Planning  
and Bike Ambassador  
T: +31 30 6392 653  
E: [Andre.Botermans@houten.nl](mailto:Andre.Botermans@houten.nl)  
[www.houten.nl](http://www.houten.nl)



→ 17.30 Transfer to Utrecht to Stadskasteel Oudaen (**Oudegracht 99 , 3511 Utrecht, T:+3130 231 1864**)

**18.30 – 19.30 Presentation Fietsplatform and NBTC**

**19.30 – 21.30 Dinner**

Netherlands Bicycle Land! In 2014, the marketing of the Netherlands at home and abroad dedicated to cycling. NBTC Holland Marketing and the National Bicycle Platform hang out together for Netherlands Biking (inter) nationally better to put on the map. This year the theme of cycling in the Netherlands brought to the attention of potential visitors. The goal is to entice a visit to the Netherlands to bring international tourists and discover the unique (bicycle) range and experience.

Eric Nijland  
Director Fietsplatform  
T: +31334228380

E: [ENijland@fietsplatform.nl](mailto:ENijland@fietsplatform.nl)  
<http://www.fietsplatform.nl>

<http://www.nbtc.nl/en/homepage.htm>



NBTC  
Holland Marketing

→ 21.30 Transfer by **Walking** to Hotel **Apollo Hotel Utrecht City Centre** (Vredenburg 14, 3511 BA Utrecht, T: **+31 (0)30 2331232**.: <http://www.apollohotelsresorts.com/hotels-en-US/the-netherlands/utrecht-en-US/apollo-hotel-utrecht-city-centre-en-US>)

## Thursday, October 30

- ➔ 09.00 Check out from hotel!
- ➔ 09.15 Transfer to Primary School 'De Ladder' (Breeschotenlaan 26, 3951 VL Maarn, T:+31343 442 358)

### 10.00 – 12.00 Visit Primary School 'De Ladder'

#### The Royal Dutch Touring Club ANWB, Streetwise

For the ANWB it is important that everyone, even children can move themselves safely in traffic. She sees herself a major role when it comes to children and road safety.

Children only learn in practice how to better handle traffic. Therefore, the ANWB developed the ANWB Streetwise program. A practical, but also fun and educational traffic program that is appealing to all elementary school students.

10.30 – 12.00 Bike traffic lessons by The Royal Dutch Touring Club ANWB Streetwise

Susanne Niessen  
Team Coordinator  
M: +31621183083  
[www.anwb.nl](http://www.anwb.nl)



- ➔ 12.30 Transfer to Onder de Pannen (Maarnse Bergweg 1, 3941 XR Doorn, Tel: +31343441297)

### 13.00 – 14.00 Lunch in "Onder de Pannen"

- ➔ 14.00 Transfer to Fietsklik, (Oude Waal 6hs, 1011 BX Amsterdam)

### 15.00 – 16.00 Visit to Fietsklik

"Today, our team of bike-loving entrepreneurs and engineers is growing. We all share the common belief that bikes are the best way to get around. Socially and environmentally the bike is as perfect as transportation gets, and we strive to enable people to use their bikes in everyday life.

A bicycle should be more than just a way to get you from point A to point B. After taking a close look at how bikes can be used in daily activities, we've created a system that allows you to click and secure up to 3 accessories on the rear rack at the same time. Because if your bike can do more, you can ride more."

Willibrordus Julius M. Brenninkmeijer Ziel  
Founder – Fietsklik bv  
T: +31620549986  
<http://www.fietsklik.com>



- ➔ 16.00 Transfer to VanMoof, (Mauritskade 55, 1092 AD Amsterdam)

### 16.30 – 17.30 Visit the Company Van Moof

"We pursue only one goal: help the ambitious city dweller worldwide move around town fast, confident and in style. We stripped the traditional Dutch bike from redundant hoo-ha, that can only break or frustrate, and added sensibility instead. The result? Simplistic striking bikes so smooth that they fit your style demands, yet so functional they make you go to work whistling. The no-nonsense VANMOOF bike is the ultimate urban commuter tool, anywhere around the globe. Be aware cause we shake the unshakable!"

Taco Carlier  
Founder Partner  
T: +31203307401  
<http://vanmoof.com>



→17.30 Transfer to Hotel Ramada Inn Amsterdam

### **End of the Program!**

For those who will fly on the **31<sup>st</sup> of October** a shuttle will be waiting for you at 06.30 AM.  
Have a wonderful journey and please send us a copy of your article.