

Dutch Sport & Innovation Trade Mission Barcelona,

3-6 October 2019



**Orange
SportsForum®**





Words of Welcome

It is a great honor and pleasure to welcome the delegation of innovative companies and the Orange Sport Forum to Barcelona. With Johan Crujff as a common hero and Frenkie de Jong as a common talent, Barcelona and The Netherlands show to share a common passion. However this common passion is reaching far beyond football: teams from different disciplines come over yearly for training camps, Max Verstappen had his first win during the Grand Prix at the circuit of Catalonia and the Euro Hockey League taking place on the Catalan hockey fields.

As the Netherlands Business Support Office Barcelona we were very pleased to be involved in the realization of the business elements of the mission to Barcelona. We have tried to move our local network to add a local touch to the networking session.

I hope you enjoy Barcelona and feel the inspiration the city breathes. Whenever you need more information about the local business environment, sectorial backgrounds, look for a local business partner or a local network to connect to, feel free to get in touch and we will make sure to provide you with a soft landing.

Gaudeix de la ciutat!



Lotte Engels

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Foreword

It is with pride that we embark on this Dutch Sports Business Mission to the EHL in Barcelona. We are proud to be joined by a business delegation consisting of more than 10 companies with wide-ranging knowledge of and expertise in sport, innovation, leisure and entertainment. This mission focusses on sports innovation and specifically regarding hockey.

The EHL (www.ehlhockey.tv) is one of the most innovative sport events and functions as a famous platform to test and present new sport innovations. When we look at hockey in general, the Euro Hockey League has long been seen as hockey's leading light, having pioneered many rule changes that have revolutionised the sport on a global level. Many EHL innovations have been introduced at the highest level, including the self-pass, the green card two-minute suspension, video umpire referrals and an exciting new penalty shoot-out format which sees a running face-off between the penalty taker and the goal-keeper. This means that this event is a big opportunity for (innovative) sport companies. OSF has proudly bounded itself and a diversity of its members as International Innovation Partner of the EHL. Also, the cooperation with the NBSO office in Barcelona headed by Lotte Engels was an inspiring one, thank you.

OSF is a well-connected network of companies, organisations and institutions representing Dutch expertise and know-how in a variety of sport-related sectors. The participants in the mission are all highly experienced sports professionals. We are convinced that this initiative will produce a number of fruitful and long-lasting partnerships in Spain and Barcelona for Dutch companies.

We wish all participants a succesul trade mission and of course a very pleasant stay in Barcelona!

Rick Slegers

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Content

Orange Sports Forum	5
BlackBear Goaly	6
C Sharp Sports	7
Game On Technologies	8
The Hockey Department	9
European Hockey Group	10
Recreational Systems International	11
Pozyx	12
SmartGoals	13
Sports & Technology	14
SportBizz	15



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Orange Sports Forum (OSF) was founded in 2010 with the aim of promoting companies, organisations and institutions associated with Dutch sport abroad. It encompasses 'hardware' (infrastructure and accommodation) as well as 'software' (training, coaching, education and sports marketing). As OSF identifies new opportunities in countries across the world, it provides a platform from which Dutch companies and institutions can approach new potential clients and partners. Currently, OSF has a network consisting of more than 300 organisations.

OSF focuses on the following pillars:

- The supporting and advising of organizations within its network with their ambitions to export.
- Develop a sports business network that is relevant for use domestically and for foreign users. The network currently exceeds 300 Dutch companies.
- OSF aims to showcase the knowledge and expertise in the field of sports and innovation of the Netherlands, rather than the sporting achievements.

Holland Sports & Industry

Holland Sports & Industry is the natural partner for foreign organisations looking to access Dutch sports expertise or products. Holland Sports & Industry can get enquirers in touch with the best companies, sports associations and knowledge partners in the Netherlands.

Holland Sports & Industry is an initiative of the Orange Sports Forum foundation.



BlackBear Goaly

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When one player dominates the market for field hockey goalkeeper equipment it is time for competition: "BlackBear".

BlackBear makes; comfortable, fashionable and safe goalie armor for field hockey.

Feel save, move freely and look great; that's BlackBear goalkeeper.

Our important mission:

With different product lines we are able to offer each goalkeeper a kit that will fit their needs. Above all, the confidence and appearance of the goalkeeper plays a big role in the performance of a hockey team. This confidence and appearance is just what BlackBear has to offer the goalkeepers! The mission of BlackBear is to provide a kit to every goalkeeper that will make them feel proud and confident.





C Sharp Sports

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About InterStellar Sports Group

InterStellar Sports Group is all about making data work. The platform enables professional sports teams to collect all relevant streams of data. The collected data can be managed and distributed within the whole organization. All data is stored in a central server, which is connected to various devices. Once a device collects any form of data, it's synchronized with the central server.

InterStellar Sports Group offers two data platforms. C- Sharp Sports serves professional football organizations, such as Maccabi Tel Aviv (Israel). The Talento club management system supports amateur sports and football clubs. At this time more than 100 amateur organizations are affiliated with the player tracking system.



Mark Snijders



Game On Technologies

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Game On is a Dutch tech start-up that has focused in the past years on developing the most advanced video recording system and accompanying video coaching tool. Game On provides an advanced camera system that is designed to make recording and training and competitions at professional sports facilities user-friendly. The core of the system is formed by high-quality cameras that are placed around the playing field. The cameras are carefully positioned during the installation and are operational 24/7.

Game On offers the possibility to use the video images live on the playing field via a wireless network. The images are available in seconds, allowing sports coaches to provide real live video feedback. Furthermore, Game On offers all sorts of software to easily start, reserve, analyse, annotate and share recordings.



The Hockey Department

The Hockey Department

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We offer Field Hockey for all levels and ages around the world. That's why we have a large variety of customers from all places. From professional field hockey teams to individual hockey players, from Youth to Veterans. For people who want to improve their Field Hockey performance to people who want to have a fun International Hockey Experience. That's why we offer tailor made Field Hockey Tournaments, Tours and Training Camps for Teams, Individuals and Schools.

In our team you will find people with almost all the field hockey medals you can win. From Olympic gold and silver to European silver and World Champion, Dutch, Spanish, Belgium and UK League winners, just to name some.

Because of this knowledge and a great international field hockey network, we create your tailor-made Field Hockey Tour, Tournament and Training Camp for every level and age, all over the world. If you play in a team, as an individual or at a school, we will give you the best International Field Hockey Experience you wish for.



European Hockey Group

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Recreational Systems International is a Reliable, Sustainable and Innovative concept provider in Sports Infrastructure.

Recreational Systems International produces and represents several sustainable and innovative concepts for sports infrastructure.

With the European Hockey Group, we provide concepts which are specifically developed to improve field hockey. These unique technologies and solutions, support players, clubs and federations to develop and improve their performance. We offer the following concepts:

- Hockey Skill Parcs & Pitch Concepts
- Air Domes & Sport Floors
- LED Lighting & LED Boarding
- Automated Camera Systems & Video Analysis Software
- Training Materials

Bart van den Acker



Recreational Systems International

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Recreational Systems International (RSI) unites several business units that each offer unique sports solutions. Our products answer the demand for affordable, flexible, high-quality and low-maintenance sports facilities. These products allow for use in both professional venues as well as community facilities.

It is the collective expertise available within our group and our desire to be innovative that can be credited for the many ground-breaking solutions we have introduced since the late 90's.

To us, innovation and product development are the key to laying the foundation of quality sports facilities. As we are a one-stop shop we are well-positioned to assist clubs, municipalities and governments from around the globe. All products within our portfolio contribute to achieving savings and to make any type of sports facility to become more sustainable. They also contribute to the profitability of the club or sports facility without affecting their key purpose or mandate: providing a safe and reliable sports and exercise experience. All our products and procedures are fully compliant with all international standards. They are also being recognised by all relevant international sports authorities.



Pozyx

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Pozyx NV is a company specialized in accurate positioning based on ultra-wideband technology. We provide indoor and outdoor solutions for a diverse group of clients in over 60 markets. The company was founded as a spin-off from the prestigious Ghent University in 2015.

Pozyx designs its own hardware, writes its own firmware and invests in the development of algorithms to make the solution more stable and robust. Pozyx has also developed companion software that makes it easy to install and maintain any set-up. Pozyx sells two products:

- The creator products, which are aimed at people looking to validate the technology or deploy a quick proof of concept
- The enterprise products, which are aimed at more permanent and/or large installations

Pozyx also works as an independent design house (IDH) helping OEM clients to bring UWB products to market.





SmartGoals

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SmartGoals is the world's smartest interactive training tool. Every time a player scores in a lit up SmartGoal the light jumps to another SmartGoal. By doing so the system creates challenging and unexpected situations for players and teams to solve.

Why SmartGoals:

- Fun for all levels & age groups
- Timing system/performance tracker
- Database with 100+ filmed exercises (warming-up, technical, tactical, fitness, passing, etc.)
- Suited for all sports (football, (ice)hockey, tennis, fitness, PE class, etc.)

SmartGoals helps you improve your: 360 awareness, Agility/reaction/speed, Decision making, Game intelligence, Communication and Teamwork.



Sports & Technology

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The Sports & Technology cluster is an open network of companies, knowledge institutes and SportField-Labs, including governments and civil society organizations. The network has its center of gravity in the top technology region Brainport, with Eindhoven as the beating heart. The Sports & Technology cluster was founded in 2005 by the Dutch Research organization TNO and a diversity of regional partners. They use the excellence of the Brainport area to combine sports, knowledge (digital, design, technology, health, etc.) and businesses.

The Sports & Technology cluster is also part of the national ecosystem for sports innovation around the Sportinnovator program and the European Platform for Sport innovation EPSI. Sports & Technology also maintains numerous national and international contacts and links through projects and programs. The management of the cluster is organized by a foundation with the same name.

Together we move for a vitality and sportivity in the community. From this position we generate economic and social impact, with technology and innovation as our engine.



SportBizz

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SportBizz was founded in 2004 by Camil Smeulders and John van de Laar. They both have many years of experience in the international sports business and have an extensive corporate network on boardroom level. SportBizz stands for Business Innovation and Business Creation in sport but also increasingly in industry. Innovation, internationalization, education and business ventures are the domains in which SportBizz has developed and expanded her expertise including establishing strategic partnerships. SportBizz operates worldwide within the triple helix of sport, industry and government.

Camil Smeulders



