

NL Sports Week, Expo Dubai

12—16 December 2021



The GCC & the Netherlands: Let's shape the future of sports!

Let's team up to fulfil the ambitions and create the ultimate sport experience

**Orange
SportsForum®**

NL هولندا



Foreword

The Kingdom of the Netherlands is a multitalented country in terms of sports, whether it are teamsports like soccer and field hockey or individual ones like cycling, tennis or ice skating, it is always very impressive to see what our athletes are able to achieve. In the United Arab Emirates, they are also quite keen on growing sports and organize many events to stimulate an increased participation in sports. This is reflected in events such as the Dubai Fitness Challenge, or the Dubai Ride, where the main road through the city, Sheikh Zayed Road, is closed for traffic to enable everyone to cycle up to 14km. But also more professional events such as the T20 Cricket World Cup, the Dubai Rugby Sevens, or the UAE Cycling Tour. The UAE has grown into a hub for sports in much the same way that it has grown into a hub for business. We thus also see many Dutch companies active in sports here, from developing stadiums to producing artificial grass. We look forward to welcoming you to the UAE and help you connect your business to the UAE sports sector.

Dr. Carel Richter
Consul General in Dubai and Commissioner General Expo 2020



Foreword Orange Sports Forum

Thanks to the increasing awareness of the social and economic impact of sport, the Expo in Dubai offers an excellent platform to present the Netherlands during the NL Sports Week. The COVID-19 pandemic has also emphasized the importance of sport, which means that there are currently many challenges and opportunities in the field of sport and vitality. The Netherlands is known worldwide for its international sports successes and the Netherlands has a lot to offer in the field of both top sport and recreational sports.

Orange Sports Forum has therefore taken the initiative to organize a NL Sports Week. Together with the Netherlands "Expo team", the Consulate General in Dubai, the Netherlands Enterprise Agency (RVO), Sportinnovator, NLinBusiness and Knowledge Center for Sports & Physical Activity.

During the NL Sports Week, a program will be organized from 12 until 16 December, giving Dutch sports-related companies the opportunity to present themselves and come in contact with relevant stakeholders, to build long-lasting relationships.

The programming will be in line with the general theme of the Expo, but certainly also with the theme of the Netherlands Pavilion, 'Water, Energy, Food'. There'll be several business meetings, matchmaking, seminars, demonstrations, clinics, workshops and company visits. All related to sports, innovation and vitality.

With this booklet, we're pleased to introduce the Dutch delegation and our partners. Feel free to contact the organisations before, during or after the NL Sports Week.

Thank you and we're looking forward to the NL Sports Week and beyond!

With kind regards,

Orange Sports Forum
Camil Smeulders, John van de Laar & Rick Slegers



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Orange Sports Forum

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OSF is a platform for the international promotion of companies, organizations and institutions that have a connection with Dutch sport. It involves 'hardware' (infrastructure, accommodation, financing and advice) and 'software' (training, coaching, nutrition, education, sports marketing). One of OSF's most important roles is to identify opportunities in and for other countries and to provide a platform that allows Dutch companies, organisations and institutes to come into contact with parties from foreign countries.

OSF brings Dutch companies and institutions into contact with potential partners and customers abroad and vice versa. OSF's network currently consists of more than 300 companies and institutions. In addition, OSF works closely with the Dutch government and foreign missions (embassies and consulates). Ultimately, this will lead to the optimal use of opportunities abroad.



AAA-LUX BV

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AAA-LUX is a specialist in LED lighting for high mast applications such as sports fields and training centers and stadiums. With a footprint of 3500 projects in over 54 countries worldwide.

Besides many projects in recreational sports, AAA-LUX has done projects in the international professional sports business like the Bundesliga (Germany), Premier League (United Kingdom), Serie A (Italy), Davis Cup & FED Cup Tennis, International winter sports championships, large golf resorts and many more.

Our focus in the USA is on parties involved in the process of purchasing new and retrofit sports lighting. AAA-LUX products enable customers to keep total project investments as low as possible, by using these USP's:

- High light output, leading to the lowest amount of luminaires
- Re-use existing infrastructure
- Best in class light spill control
- Narrow beam LED for stadium / Televised sports
- Light shows in DMX



Active Esports Arena

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Active Esports Arena is an XR leisure-based entertainment solution, owned and developed by PWXR, at the intersection of gaming and active sports. The physical intensity of the experience can not be found anywhere else in the world, having the entire body integrated into VR/AR at such a high and energetic pace.

The multi-player competition facilitates full body movement within the Metaverse, allowing players to represent with their club colours. Active Esports Arena provides turnkey solutions to leisure centres, sports clubs, gaming clubs and can be fully customized. Build-up time as little as 30mins makes the setup ideal for mobile events.

Active Esports Arena (www.activeesportsarena.com).

- Competitive for all ages and fitness levels
- Intuitive to play, easy to learn hard to master
- Turning each match into a spectator show
- A great way to connect gamers with exercise





AFC Ajax

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Founded on March 18, 1900 AFC Ajax is one of the largest and most storied clubs in European football.

Known for recognizing talent, our youth academy inspires all to be the best. Developing, but also nurturing talent. We strongly believe that the youth academy should be the foundation of every club.

Therefore, we have founded the Ajax Coaching Academy to share the Ajax philosophy with clubs, coaches and players from all over the world. We offer tailor-made programmes, suiting their strategy, goals and budget.

Together we will develop and nurture talent. Allowing them to build a strong youth academy. Share our coaching expertise and Ajax philosophy, implemented by our Ajax staff.



Bestronics B.V.

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Bestronics develops and produces high-tech electronics, with a specific knowledge and background in sports and leisure. In the highly competitive world of sports, gathering data and finding methods to improve are a key to success. Bestronics facilitates a large number of sports initiatives with both producing as well as participating to be innovative with high tech electronic devices.

Bestronics is also the developer and manufacturer of several sports analysis devices, such as SmartGoals, DashTag, SkillGames, Skillcourts, MoNoa, etc. which makes us the ideal partner for development and production of high tech electronics for sports activation and improvement.



Bundeling

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Bundeling is a communication platform which enables organizations to communicate effectively with their stakeholders. It's a customized, tailor-made web-based and mobile app which bundles an entire organization or community into one single, secure platform.

In 2017, Bundeling was founded in the Netherlands, and it currently has more than 600 customers spread across the world. We're a market leader in B2B communication in countries like the Netherlands, Belgium, and Germany, where we work with organizations like PSV Eindhoven, Royal Antwerp FC, Union Berlin, Fortuna Düsseldorf and a lot of other sport clubs. Additionally, we work with great sports clubs in other countries – for example, Bologna FC (Italy), Adelaide United FC (Australia), and Wasps Rugby (United Kingdom).

However, sports clubs aren't the only kind of organization we work with; government agencies, trade associations, communities, and businesses are all using Bundeling to connect smarter. Businesses, for example, use Bundeling for their internal communications. With Bundeling, they bundle all communications, documents, processes, and colleagues into one single platform, which is completely tailored to their needs and GDPR compliant.

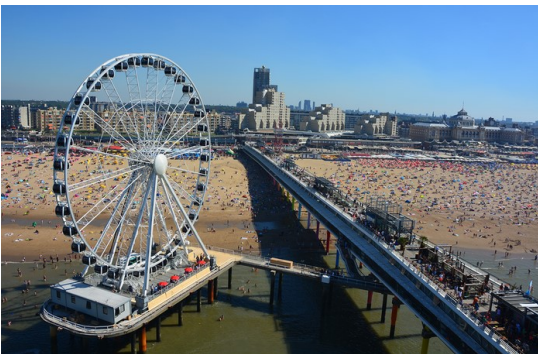


Dutch Wheels B.V.

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Dutch Wheels, based in Weert the Netherlands is a global leader in stand-alone giant wheels. Dutch Wheels giant wheels are operational around the Globe in places like Chicago, Cancun, Hong Kong and Dubai. Dutch Wheels are known for their quality and durability. Our wheels are of the highest quality, easy to maintain and easy to operate. Dutch wheels stands for its products and supports its client from start to finish.

If you are looking for an anker attraction for your development, park, pier, resort, retail destination, a Dutch Wheel can help you truly stand out and support the visitor flow to your site!



Grootgroener B.V.

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Grootgroener is a company that constantly pays attention to its clients. We therefore strive for the perfect course of the work designated by you. Over the years we have gained a lot of experience and expertise and we are always open to new input from our clients. This allows us to constantly develop ourselves, for a n even better performance.

Quality is the reason why we exist

Together with our employees we go for quality and this is the reason why we exist. Our goal is to go for a long-term relationship with our clients.

Communication is one of our spearheads in our company

From our experience we know that communication is the key to quality and quality assurance.

Purpose and expertise

A well-maintained public space improves the working and living environment. We as a company see this as a task that we tackle with professionalism and pleasure. The oak processionary causes a lot of nuisance and irritation. We are specialized in combating these with necessary measures and expertise. We ensure that the sport fields are ideal for the practitioners so that they have the perfect turf to play on. And as a company, a well landscaped and maintained garden is an extra calling card for your customers, we are happy to realize this and more for you.



Hydraloop Systems

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Hydraloop empowers people and organizations to save water and energy with smart and affordable water recycling products without any loss of comfort of living.

Decentralized water recycling is the most efficient and affordable way to use less water, and the easiest way to recycle water is to clean it right where you use it.

The clean tech system collects, cleans, and re-uses lightly contaminated water from showers, baths, hand basins and other appliances, like tumble dryers air conditioning units, heat pumps and washing machines. Hydraloop treated water is clean, clear, safe, and disinfected according to the highest standards. It can be re-used for toilet flushing, washing machines, garden irrigation and topping up swimming pools.

Hydraloop, award winning and first of its kind, offers a variety of smart, innovative water recycling products for residences, commercial real estate, sport facilities, hotels, lodges and more. Its users can reduce their carbon footprint and save up to 45% on water consumption and emissions.

In 2021 Hydraloop Middle East has been established with its office in Sharjah, UAE.



i-Vention

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We are i-Vention

i-Vention is a start-up company founded by the best experts in the field of indoor environment, public health, ventilation, air cleaning, and system integration. Our mission is creating a healthy and safe indoor environment for every individual dealing with 21st century challenges such as pandemics. The Dutch government contracted i-Vention to develop a system to ensure a safe and healthy indoor environment during times of COVID-19.

Work on your vitality in a safe environment

Our immune system is important as it is the main defense system to combat respiratory infections. It is important that even during a pandemic we keep working on our vitality, for this we need a safe environment. i-Vention is developed to deal with threats like airborne transmission of potentially fatal bacteria and viruses.

How i-Vention works for you

The i-Vention system has two modes: an infection mode and a standard mode. The infection mode is only applicable at times of increased infection risk, such as during the current and any future pandemics. The settings of all systems are automatically adjusted for the respective mode. The algorithms determine which setpoints belong to the activity and the occupancy of the room. In the event of an infection risk, the amount of ventilation and the amount of cleaned air are determined based on the accepted risk of infection and controlled accordingly.

Experience i-Vention

During NL Sports Week at the World Expo, we will present this innovation with a live demonstration in the i-Vention Cube. Experience i-Vention by yourself and be our guest in the Cube.



JB Promotions

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At JB Business Consultancy we focus on organizations that face challenges with inclusion and sustainability. Our mission is to support sustainable globalization by growing more understanding, utilizing diversity and smoothening the process of change. Our strategies are bottom up with great respect to our client's capacity and focus on growing intrinsic motivation and internal awareness.

Inclusion and sustainability

Our specialty and passion lies in targeting (cultural) niche audiences, especially for purposes of inclusion (building cultural bridges) and sustainability. We've built a name amongst cultural institutions, museums, concert and event organizers, theaters, comedy clubs, but also tourism, sports and hospitality services, because we have proven that we can effectively grow intrinsic motivation and spread diverted messages to reach different desired audience(s) and incite them to take united action.

International

Our experience, expertise and (media)network reach far beyond the borders of western Europe. We can help you expose, grow and augment sustainability to your business in Europe, Turkey, the Middle East and North Africa.



Knowledge Centre for Sport & Physical Activity Netherlands

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The Knowledge Centre for Sport & Physical Activity Netherlands makes knowledge from science, policy and practice available and applicable for professionals. We aim to increase the quality and effectiveness of sport and physical activity and contribute to a vital society in which everyone can take part in sport and physical activity, whatever their level.

The delegation of the Knowledge Centre to ExpoDubai consists of [Dion Bulkens](#) (specialist esports, gaming & gamification), [Herman Ijzerman](#) (manager Elite Sport and EGG) and [Jacqueline Kronenburg](#) (manager Public Affairs).

On an international level, we are an active member organisation of [TAFISA](#), the international sport for all association. On the European level, we are a key member of the [SHARE Initiative](#) for sport and PA within the European Commission and a reliable project partner in several Erasmus+ projects.. In the Netherlands we participate in [SportsNL](#), which aims at being identified and remaining the partner for inclusive, sustainable and innovative (top-level) sport experiences. We are mainly funded by the ministry of Health, Welfare and Sport. [Our organisation](#) has about 60 highly educated specialists in all aspects of sport and PA. Our CEO is Bert van Oostveen.

The Knowledge Centre for Sport & Physical Activity Netherlands offers reliable knowledge about sport and physical activity, in this NL Sports Week especially about esports, gaming and gamification, women and girls in sports and 'greening the sports'. We strive to be the ideal partner for professionals, policymakers and researchers, in the Netherlands and abroad.



MTD Pure Water

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Safe drinking water from the tap at the right pressure. Problem-free and environ-mentally-friendly disposal of waste water. MTD takes care of water all over the world.

For more than 30 years MTD has provided experienced and passionate employees, high quality equipment and the latest technology so that your project -anywhere in the world – can have optimal supply and treatment of water. We provide temporary water infrastructures for both drinking water and waste water. Our market specialists have the right knowledge of the sectors: Events, Exhibitions and Industry. In collaboration with other organisations and suppliers our market specialists would be happy to work on your project. Safe drinking water is essential and therefore no risks can be taken.



Netherlands Business Council UAE

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At the Netherlands Business Council UAE (NBC) we connect people and knowledge, for the benefit of our members. As a close-knit business community we network, collaborate and inspire each other. We are here to support and represent your business interest in the United Arab Emirates. With over 225 members ranging from leading global companies and local businesses to SMEs and startups we are a member-driven, non-profit, non-governmental organisation of business professionals. Established in 1997 and licensed under the Dubai Chamber of Commerce & Industry, NBC is recognized by the UAE authorities as the representative body of Dutch companies and individuals operating in the region.



NLinBusiness — Virtual Gateway NL

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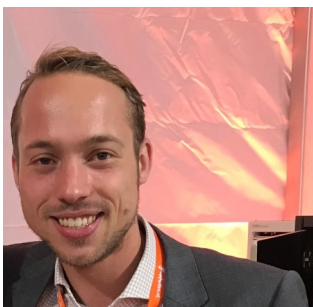
Have you heard about the Virtual Gateway NL? This digital platform enables Dutch businesses and governments to showcase solutions for global challenges without travelling. Through the Virtual Gateway, we cannot only show the great solutions the Dutch provide for the world's challenges but also let people experience them!

This immersive experience allows embassies, consulates-general and NL Business Hubs to strengthen the Dutch Story abroad by actually letting the attendees of your events experience it. Besides, through the connected web platform, they can find all the contact details they need. Everywhere in the world.

Although the Virtual Gateway NL can be accessed through a web browser, the real magic happens with the help of a VR headset. Through virtual reality, you can fully immerse yourself in these impressive showcases of Dutch craftsmanship. Whether they are challenges related to agriculture, water management or even medical robotics, a tour through the Virtual Gateway NL is guaranteed to make a lasting impression.

In the VR film about Dutch sports innovations, international viewers fly over a stadium, can turn around their axis while experiencing the feeling that they are standing in the middle of the field among the youth players of football club Feyenoord Rotterdam.

This film can be admired in VR at the World Expo in Dubai (12-14 December 2021) and Soccerex Americas in Miami (15-16 March 2022), among others, and is of course also suitable for travel to major sporting events.



Nunner Logistics

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Founded in Austria in 1955, the company is currently headquartered in The Netherlands. NUNNER Logistics is a leading provider of logistics services. The company offers an integrated portfolio of logistic services covering the total supply chain from source to enduser. Nunner designs, develops, integrates, markets and operates advanced logistics solutions used by customers – in all ranges of industry and trade – to create a transparant, costefficient, and reliable supply chain and distribution system. NUNNER is committed to providing customers with leading edge services, enabling customers to gain and sustain a competitive edge in the marketplace. NUNNERS' corporate headquarters is located in Helmond, the Netherlands. Facilities are located in Austria, Germany, Poland, Romania, Russia, Slovenia, Switzerland, Spain, Czech Republic, Lithuania, Estonia, China and The Netherlands. NUNNER Logistics, Nobody goes further!

NUNNER Logistics connects UAE with China and Europe by all transport modes. Next to that NUNNER offers extensive warehouse space in many countries in the Middle East.

NUNNER Logistics is part of BAERBERGH HOLDING BV that hold interests in logistics companies (3PL and 4PL), Data Science companies, Planning and Forecasting companies and in a Robotica company.



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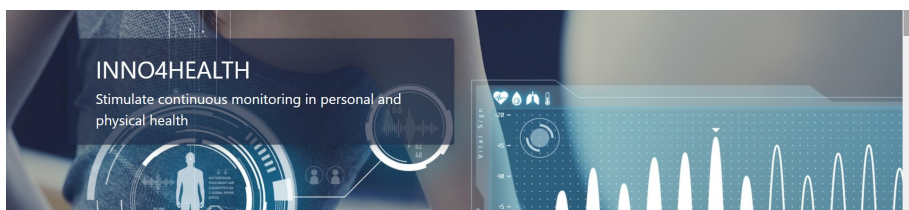
Philips Research is a global organization that helps Philips introduce meaningful innovations that improve people’s lives. We provide technology options for innovations in the area of health and well-being, targeted at both developed and emerging markets. Positioned at the front-end of the innovation process, we work on everything from spotting trends and ideation to proof of concept and – where needed – first-of-a-kind product development.

We believe that every innovation should start with an insight into people’s needs, desires and aspirations. We make a point of understanding what drives them, the dilemmas they face, and how we can help them in the best possible way.

In order to fulfill our ambition, it is crucial that we work together with companies that are complementary to Philips and share our vision. Philips Research, as one of the pioneers of open innovation, is actively leveraging its deep competences, know-how and IP to work with selected companies and organizations with the purpose of creating win-win propositions. This entails working with potential strategic partners, future suppliers of our businesses, and with companies that provide us with a broader window on the world.

We apply our expertise to address growing global demands for greater energy efficiency and higher levels of sustainability in all aspects of new products and technologies. At the same time, we have a growing presence in emerging markets, which enables us to deliver innovations that address local market needs.

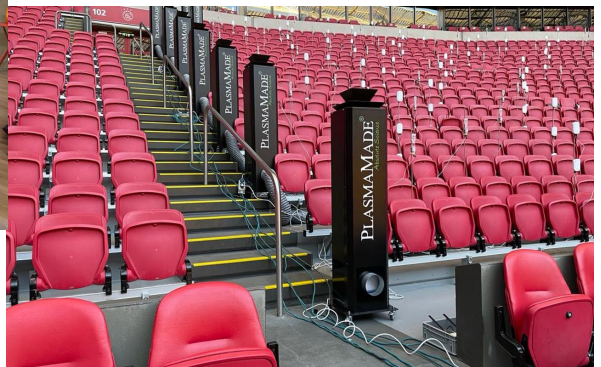
For over a century, our approach has enabled us to surprise people with breakthrough innovations – everything from lamps, radios and televisions to medical equipment, electric shavers and semiconductors.



PlasmaMade

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After years of development, PlasmaMade entered the market in 2013 with a revolutionary patented filter system specially designed for the extractor hoods in the kitchen industry for purifying (cooking) air. The PlasmaMade Air Cleaner, with patented PlasmaMade technology, has been specifically designed to reduce aerosol pressure in gyms, schools, offices and other buildings. In the year 2020 it has become clear that good and regular ventilation is necessary to achieve a healthy and comfortable indoor climate. To bring indoor air quality to the right level quickly and efficiently, PlasmaMade has introduced the Air Cleaner to the market. This unique innovation, which is based on proven technology and sound scientific research (by the Technical University of Eindhoven and Fraunhofer Institute), is very effective against contaminated aerosols, dust mites, bacteria, fungi, pollen/allergens and (fine) dust. The PlasmaMade Air Cleaner is energy efficient, low maintenance, quiet and easy to move.



Propeaq

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Propeaq is an innovative light glasses with which you can fly to any place on the earth without jet lag. The App-driven Propeaq is also used to deliver peak performance at any time of the day. At this moment more than 350 Olympians from 11 countries and many others use our product and our expertise. During the Olympic Games in Rio de Janeiro and PyeongChang, our product and guidance made an important contribution to the achievement of 31 medals. The patented Propeaq light glasses are worn like ordinary sunglasses for only 2 x 30 minutes a day. The timed blue light provides extra energy and the exchangeable red glasses makes you feel sleepy. Propeaq can also be used to make working in the night shift more efficient and safer. The basis for Propeaq light glasses lies in years of scientific research by highly ranked Dutch universities. Propeaq is developed and produced by Chrono Eyewear BV from Tilburg, the Netherlands. In addition to the hardware, we also provide state-of-the-art knowledge and consultancy in the field of sleep, sports and peak-performance optimization.



Recreational Systems International

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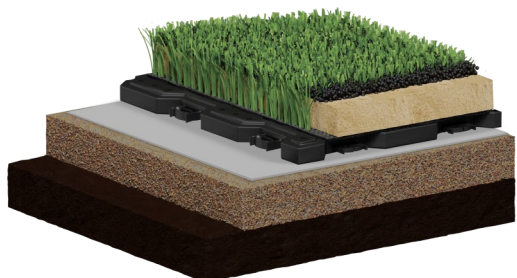
RSI SPORTS has developed the first artificial turf carpet that can be fully recycled into another artificial turf carpet of similar quality. RSI SPORTS succeeded in doing so by embracing a raw material the artificial turf industry never gave a chance.

RSI SPORTS Grass2Grass is produced from polyester, a raw material that, for a long time, was deemed too expensive for the production of artificial turf. "Where polypropylene and polyethylene are degenerative materials, polyester has excellent memory characteristics. This allows it to retain its shape, allowing us to recycle reclaimed Grass2Grass carpets to new artificial turf carpets multiple times," explains RSI SPORTS managing partner, Arnoud Fiolet.

In addition to the production of yarn, the polyester is also used for producing the backing as well as the glue that is used for the installation of the carpet. "Once lifted and processed through a mechanical recycling unit, all reclaimed materials can be used for producing new artificial turf."

The adoption of polyester as a raw material distinguishes RSI SPORTS, once again, in the international artificial turf market.

The Lansink Ladder is a tool used in the evaluation of processes that protect the environment alongside resource and energy consumption from most favourable to least favourable actions. In 2019, RSI won the Dutch Small Business Innovation Research Government tender to develop and conceptualise fully re-usable Grass. The government recognised that the concept could provide a solution for the end of life problem that currently exists in the Dutch and European market.





Rijksdienst voor Ondernemend Nederland

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The Netherlands Enterprise Agency supports entrepreneurs, NGOs, knowledge institutes and organisations. We aim to facilitate entrepreneurship, improve collaborations, strengthen positions and help realise national and international ambitions with funding, networking, know-how and compliance with laws and regulations.

We are a government agency which operates under the auspices of the Ministry of Economic Affairs and Climate Policy. Its activities are commissioned by the various Dutch ministries and the European Union.

The Netherlands Enterprise Agency is also coordinating the platform SportsNL, which is a public-private initiative that was set up to connect parties that are active within the Dutch sport sector. By bringing Dutch companies, government agencies, social organisations and knowledge institutions together, the Netherlands wants to be identified as and remain your partner for inclusive, sustainable and innovative (top-level) sport experiences. SportsNL is coordinated by the Netherlands Enterprise Agency. Get to know us (even) better through this short introduction movie.



SportBizz

Company	SportBizz	
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The international sport-marketing agency SportBizz has been founded in 2003. The focus in our activities is based on business-creation, venturing, education, innovation and internationalization.

Some of the milestones reached in the past years are the ING sponsorship in the Worldcup Fieldhockey in Delhi in 2010, the co-creation of the leading equestrian series Global Champions Tour, the development of a SportsMBA programme as well as the set-up of Global Dressage Analytics.

Since 2010 SportBizz is responsible for the dissemination, validation and business -modelling within the Inno4Health project (www.inno4health.eu) lead by Philips and in which 5 countries and 28 companies, hospitals and knowledge-institutes participate.

With more than 20 years of experience in international sport & business and a large network on boardroom level we are there to help each company and entrepreneur having the same ambitions as our dedicated team. Feel free to contact us!





Sportinnovator

Company	Sportinnovator	
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At the end of 2014, the Department of Health, Welfare and Sports decided that knowledge and innovation in sports required a new impulse. A Topteam Sport was set up with prominent Dutch leaders in business, science, government and sport to draw up a Knowledge and Innovation Agenda Sport for the period of 2015-2022. In this agenda the Topteam argues that knowledge and innovation are beneficial not only for top athletes, recreational sportspeople and people who don't exercise enough, but can also generate economic, societal, and scientific benefits.

Sportinnovator is the programme for sport innovation and research funded by the Ministry of Health, Welfare and Sport. The programme aims to increase the effectiveness of sport innovations and contribute to a more vital society. In a nationwide network of 15 Sportinnovator-centres government, scientists, sportprofessionals and businesses join forces to realise cutting-edge innovations designed to improve results both within professional as well as recreational sports. The network also aims to encourage people to adopt a more active lifestyle. The development of Sport Data Valley contributes to these goals as well. The Sportinnovator programme is led by the Topteam Sport and is supported by ZonMw and the Ministry of Health, Welfare and Sport.



Wageningen University & Research

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The strength of Wageningen University & Research lies in its ability to join the forces of specialised research institutes and the university. It also lies in the combined efforts of the various fields of natural and social sciences. This union of expertise leads to scientific breakthroughs that can quickly be put into practice and be incorporated into education. This is the Wageningen Approach. Collaboration with other parties such as government, business and NGOs is indispensable. This is in line with the Finding Answers Together ambition.

The chair group Consumption and Healthy Lifestyles studies consumption and lifestyles of individuals and groups from an interdisciplinary perspective. The chair group embeds these insights in the design, evaluation and implementation of interventions to enable healthy and sustainable behaviours. An important research focus of the chair group is Digitalisation and technology. How do technological advancements influence consumption and healthy lifestyles (e.g., wearables, sensing and feedback, big data, smartphones) and how can technology be strategically used to change consumption and lifestyles (e.g. eHealth, telemedicine, virtual agents, serious games, gamification).



Program NL Sports Week

During the Expo2020 Dubai, OSF will organize a NL Sports Week together with Sportinnovator and the Knowledge Center for Sport & Physical Activity Netherlands. The five-day program of the NL Sports Week will include business meetings, matchmaking, seminars, demonstrations/ clinics, workshops and company visits. The Netherlands pavilion will also feature several Dutch products and innovations.

If you want to be involved in the program or participate in one of the seminars below, feel free to contact one of the partners via the contact details in their company profile. The following seminars will be hosted at the Netherlands Pavilion. The seminars will also be streamed via the digital platform of the Netherlands Pavilion. To join the online stream, please scan the QR code below. The agenda for the seminars is as follows:

Date	Seminar
Monday, December 13	
Morning	<u>Food, Nutrition & Air Quality for a Healthy and Vital Community</u> <i>Organized by Orange Sports Forum</i>
Afternoon	<u>Football & Innovation</u> <i>Organized by Orange Sports Forum</i>
Tuesday, December 14	
Morning	<u>Where Sport & Physical Activity meet Esports, Gaming & Gamification</u> <i>Organized by Knowledge Centre for Sport & Physical Activity</i>
Afternoon	<u>Greening the Sports & Dutch innovation Infrastructure</u> <i>Organized by Sportinnovator</i>
Wednesday, December 15	
Morning	<u>The importance of Sport and Physical Activity in the Lives of Women and Girls</u> <i>Organized by Knowledge Centre for Sport & Physical Activity</i>
Afternoon	<u>Inno4Health: Stimulate Continuous Monitoring in Personal and Physical Health</u> <i>Organized by Orange Sports Forum</i>

If you're not able to attend the seminars in person, you can also join the livestream via <https://virtual.dutchdubai.com/> or scan the following QR code:



YEARBOOK 2021/2022 ORANGE SPORTS FORUM

Holland Sports & Industry

2021-2022 

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SPORT INNOVATOR

Sifan Hassan
Athletics Women's 10,000m

Annemiek van Vleuten
Cycling Road Women's Individual Time Trial

Harmie Lavreysen
Cycling Track Men's Sprint

Kiran Badloe
Skiing FISX Men

Hockey Women

Your Connection to the Dutch Sports Industry

Content

1. Foreword Anneke van Zanen-Nieberg (NOC*NSF)
2. Foreword OSF
3. Content
4. Training vision Netherlands field hockey
5. Floor van Houdt, Head of Unit Sport European Commission
6. Studio Automated: Make content relevant
7. Sports country USA: Sports Connect
8. European Platform for Sport Innovation
9. SportsNL Platform
10. NOC*NSF: Chef d'Emission
11. Interview Nike Boor, Fonds Gehandicaptensport
12. Wefitter
13. Crypto-partnership AnyCoin Direct & PSV
14. EHF European Institute of Hockey
15. Orange Pages
16. H2O mission - Badloe
17. Cooperation Dutch sport clusters
18. Preview Beijing2022 with Marianne Timmer & Carl Verheijen
19. Sportinnovator a network unique in the world
20. Sportinnovator Greening the Sports
21. OSF, facilitator for start-ups
22. NLinBusiness: Innovations in the Dutch sports industry
23. NL Sports Week, Expo Dubai
24. Project Inno4Health
25. Tokyo2020 & Netherlands Rowing Federation
26. OSF Events
27. CM.com & Formula 1 Heineken Dutch Grand Prix



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