

United Arab Emirates
Building Smart and Sustainable Cities
16-18 January 2023



Preface

We are delighted to welcome you in the UAE! Abu Dhabi Sustainability Week (ADSW) is one of the main annual sustainability gatherings in the region, and also a major event for us as the Netherlands. Especially this year, as it marks the start of the run-up to COP28 which will take place in November 2023 in Dubai.

Since Expo2020, which took place in Dubai from 1 October 2021 to 31 March 2022, our focus as the Netherlands has been on the Water-Energy-Food Nexus.

With the theme “Uniting water, energy and food,” the Netherlands Pavilion at Expo2020 Dubai showcased an innovative, sustainable and circular response to the challenges that we are facing when it comes to climate change. The Pavilion was designed as a circular climate system – a biotope – that united water, energy and food through different innovations. At Expo2020 we hosted many events on these topics, and received several business delegations, Dutch ministers, and also our King and Queen.

During Abu Dhabi Sustainability Week we look forward to continue the conversation on water, energy and food, with this “Sustainable Cities”-themed trade mission.

Economic ties between the Netherlands, the UAE and the rest of the Gulf Region are strong. The UAE is one of the largest export destinations for Dutch goods and services in the Gulf Region. Furthermore, both the Gulf Region and the Netherlands need to make a transition towards smart and sustainable water management, renewable energy and a circular economy. The Netherlands looks forward to meet the challenges of this transition jointly and to share knowledge and expertise. We are confident that we can tackle the big tasks ahead of us with smart innovations if we work together.

The trade mission from the Netherlands during ADSW consists of 15 companies and focuses on integrated, sustainable, future-proof solutions for problems related to water, sustainable energy and circular economy in the urban environment. With our program we aim to strengthen the existing ties, and we aim to identify promising opportunities for further collaboration between our countries. We are committed to bring our long and good relationship with the UAE to a next level.

We wish you a fruitful visit!

Best regards,

Lody Embrechts

Ambassador of the Kingdom of
the Netherlands in Abu Dhabi

Carel Richter

Consul-General of the Kingdom of
the Netherlands in Dubai



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Dutch delegation

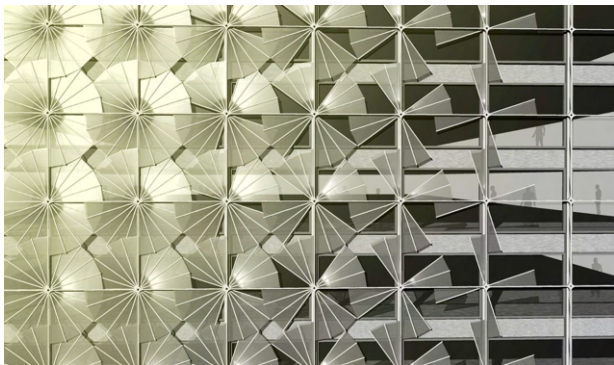
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Airshade Technologies B.V.

World's first air-powered shading system Airshade is a multiple award winning patented shading system drive for buildings and infrastructure. It is the world's first air-powered shading device that can respond to solar intensity and move accordingly offering optimal protection and cutting cooling expenses. Being fully off-grid it is a simpler and less complex alternative to motor-powered movable shading. It does not require any cables, sensors, motors or electricity. This makes it cheaper in installation and running costs and long term energy savings; it is also quiet compared to motorised systems, and produces no noise. Applicable on different shapes and materials it can be delivered in combination almost any conventional solution like louvers or it can be fully customised to a bespoke geometry. Both new and existing buildings can benefit from it, making it suitable for retrofit projects. Airshade is fully self-regulating using its patented air expansion and contraction mechanism and needs no external power source for its operation. Cleaner, cheaper and customisable it is the perfect solution for architects, real estate developers, contractors and city planners to lead towards circular and sustainable building designs. We are an innovative architecture startup based in Amsterdam looking for early adaptors, launching customers and investors. Airshade Technologies aims to pave the way to next generation building automation systems led by a generation that sees sustainability as a standard rather than a goal or target.



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AIRSHADE

AW Machinery

Committed Team

We are a small family business with a fantastic team and like to do things on our own way. Colleagues who are self-sufficient and able to make decisions independently – inspired by Ricardo Semler style. We are working in an open, informal atmosphere where there is always room for new developments, training and personal contributions.

Sustainability

Our business premises (CO₂-neutral and energy-positive) can be found in the Ecopark in Emmeloord. On the basis of our body of thought and view of the world we are pleased to combine our location with ecological use of the environment.

Innovative

AW Machinery is a versatile company, specialising in sustainable mobile solutions for the waste and cleaning sector. As an innovative player on the market, we focus on powerful and practical products and services.

Zero-Emission one-stop wash unit for cleaning containers

We have developed a surprising new concept for the effective emptying and complete cleaning of underground containers with the focus on:

- Zero-Emission
- Sustainability
- Simplicity
- Operational convenience
- Reliability
- Easy maintenance

AW Machinery takes a great pride in servicing our clients on a daily basis



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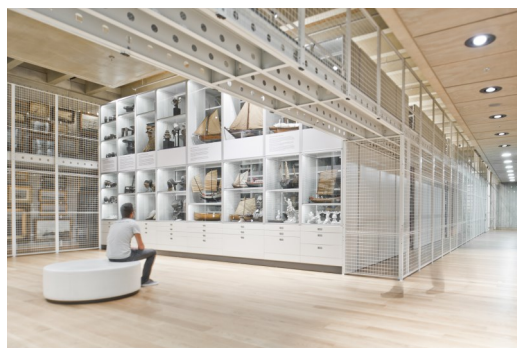
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Bruynzeel Storage Systems

Bruynzeel Storage Systems is the European market leader for innovative and space-saving mobile storage systems. Bruynzeel supplies mobile storage systems worldwide with the most innovative functionality and safety for users and objects. Bruynzeel helps these organisations use their space in the most efficient and effective way. Less space required means lower costs and has a huge positive impact on the carbon footprint. Bruynzeel itself is climate neutral in its own operations (Scope 1 and Scope 2). Its solutions have the lowest CO2 footprint in the industry. As 'The Footprint Reduction Company', Bruynzeel's mission is to support organisations in reducing their carbon footprint. In addition to its own 10 offices in Europe and the United States, Bruynzeel operates through an extensive network of distributors in Africa, the Middle East, Latin America, North America, Australia, and Asia. All systems are produced at its factory in Panningen. With its best-in-class manufacturing process, Bruynzeel is able to deliver mobile storage systems with high quality and design within the fastest production and delivery times. Bruynzeel Storage Systems is active in healthcare, office, retail, museums, archive, smart warehousing, urban living and vertical farming with clients such as Louvre Abu Dhabi, the University of Liverpool, Deloitte, Nespresso, Champerché Paris, the Rijksmuseum and Schiphol airport. We call this: "Creating Space for a Healthy Planet"

- Quadruple storage capacity or reduce up to 75% of the physical footprint needed for storage
- A reduction of the amount of building materials used up to 54%
- Savings up to 50% on energy costs to heat & cool their buildings
- Savings up to 90% on energy costs for lighting through efficient aisle lighting
- A reduction of the amount of security measures needed due to integrated access control functionality
- An increase in the wellbeing of staff due to innovative solutions with the highest level of safety included



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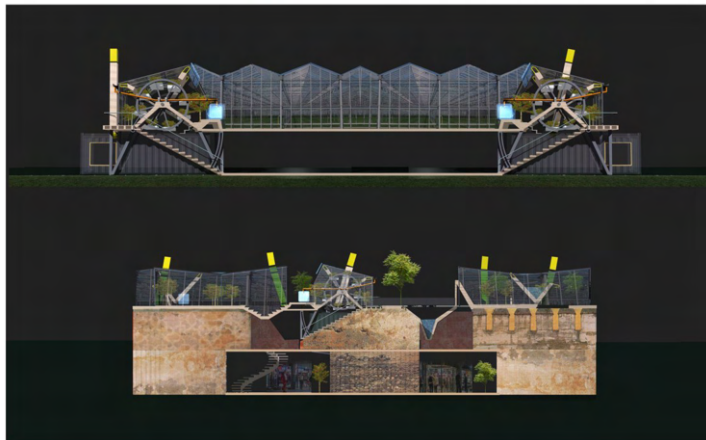
Hans Moor Architects

For thirty years, my most important spatial and architectural questions have revolved around a new sustainable and architectural way of living. These questions arise from the consequences of climate change, food dependence, information technology, etc., and directly affect the quality of life in people's households. What does an image of sustainable living look like for an individual and a community? The answer is a new spatial and economic connection with the basic human needs of water, energy, and food. I want to create a unique emotional connection with individual spaces and public spaces through my personal architectural views. The key to this renewal is innovative and technical solutions that can mean people's spatial, economic, and emotional progress.

Concept and vision of 'smart hood architecture' "Engineering is orchestrated by harmony, serving the citizens with sustainable solutions. - Architecture is shaping the energy of emotional connections." Design of an Eco-balanced blueprint for housing and cities, uniting water, energy, and food – engineered by wind and water (innovation) machines. Economic circulation by waste



SMART HOOD ARCHITECTURE
ORCHESTRATED BY HARMONY SERVING THE CITIZENS WITH SUSTAINABLE SOLUTIONS
SHAPING THE ENERGY OF EMOTIONAL CONNECTIONS

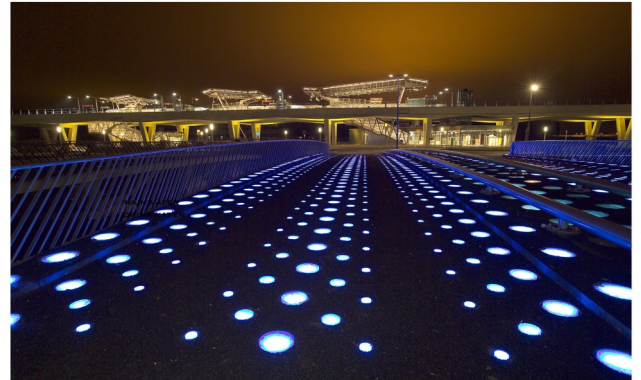


CIRCULAR FARMING

ENJOY CREATING YOUR FOOD



SMART CITY ARCHITECTURE - INFRASTRUCTURE INNOVATION



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HANS MOOR ARCHITECTS

HyET Solar

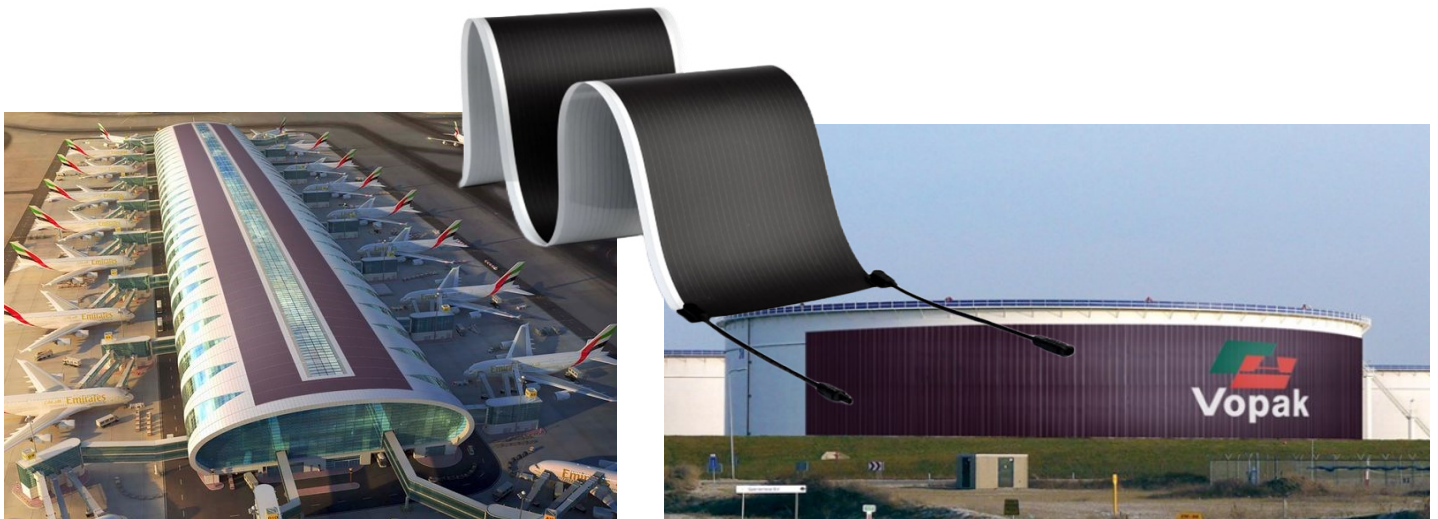
HyET Solar is a Dutch manufacturer of thin-film PV technology and part of the HyET Group. This technology enables commercially viable, large-scale access to decentral renewable energy sources. The primary objective of the HyET group is to develop a sustainable and profitable business based on the above objective and pursues an active policy to develop applications of its technologies that support an environmental sustainable economic development and rural poverty reduction.

HyET Solar has developed proprietary production technology for producing Powerfoil, a lightweight and flexible thin-film silicon solar cells on long foil substrates in several roll-to-roll steps. The active layers which convert light into electricity are less than 0.003 mm thick with a total weight of 600 gr/m².

Sustainable and inexpensive

Powerfoil consists of non-toxic and abundant materials that can be sourced in every part of the world. Hence already at low production volumes the costs will be lower than the mass-produced glass panels. The abundance of raw materials such as Silane, SnO₂, ZnO and polymers make Powerfoil a very scalable product with a minimum ecological footprint.

No scarcity is to be expected for any of these materials in the medium-long term. The use of these materials in the HyET Solar modules is so small compared to world production volumes, that large production growth will not lead to a sudden rise in the total global demand. Powerfoil raw materials are freely traded in every country in the world.



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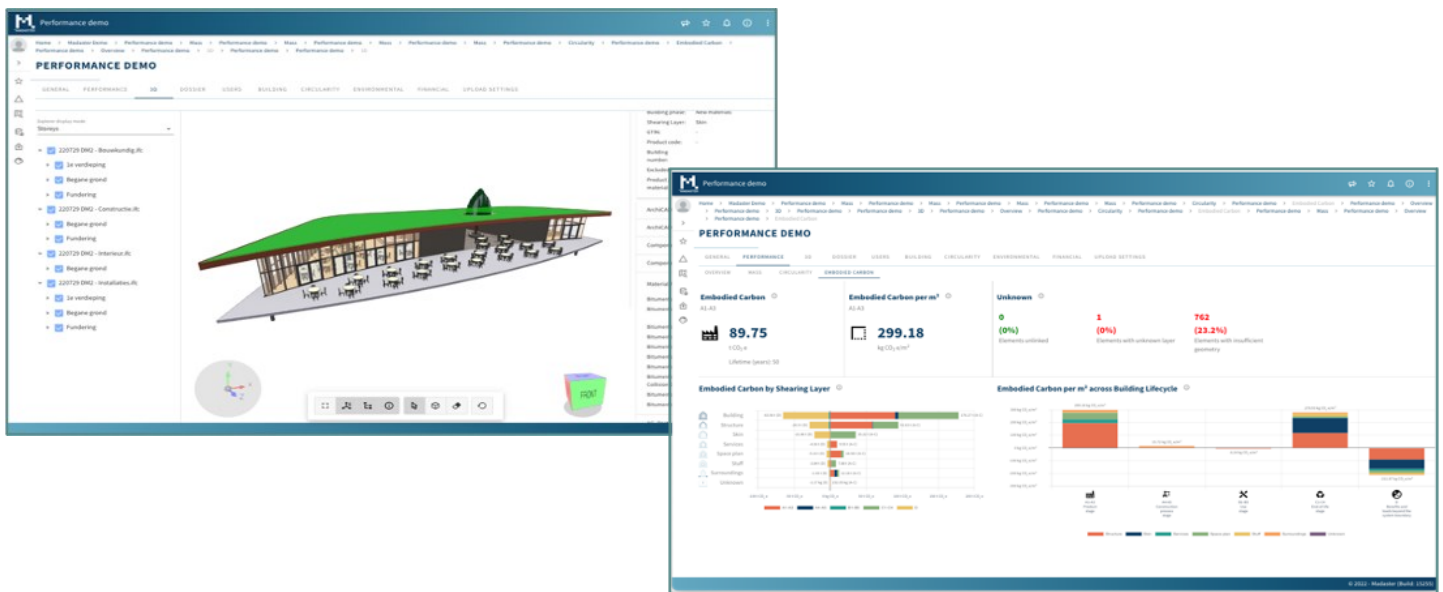
HyET Solar
Flexible light weight solar modules

Madaster Shared Services B.V.

Madaster is the online registry for materials and products. In Madaster, data are recorded on all materials and products that are incorporated in a real estate or infrastructure object, such as buildings and bridges. Registering every component provides insight, for example, into the degree to which an object can be dismantled, embodied carbon, or the toxicity of the materials and products used. It also enables determining whether materials and products can be reused after disassembly. Building in such a circular way means that we are drastically reducing the amount of waste and CO2 emissions and are taking better care of our planet.

Madaster is a versatile platform that facilitates the circular construction and management of real estate and infrastructure in various ways. Important elements include the provision of insights into the materials and products used, the CO2 stored within them and the possibilities for disassembling them for reuse. Our platform provides management dashboards, (material) passports, and benchmark facilities and has extensive experience with registration of existing and new construction projects.

Madaster has operational entities in 6 countries and supports project around the world. With a team of more than 30 professionals, we support hundreds of clients including asset investors, architects, product manufacturers, real estate developers, general contractors, municipalities, and utility companies. We have registered over 20mln m2 of real estate and have included >10mln different construction elements.



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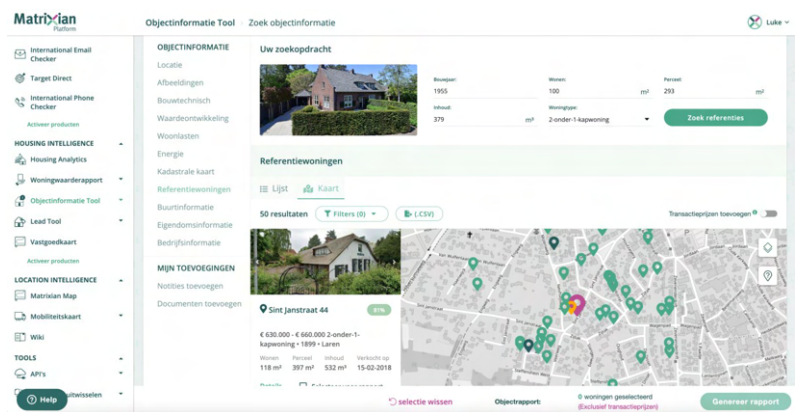
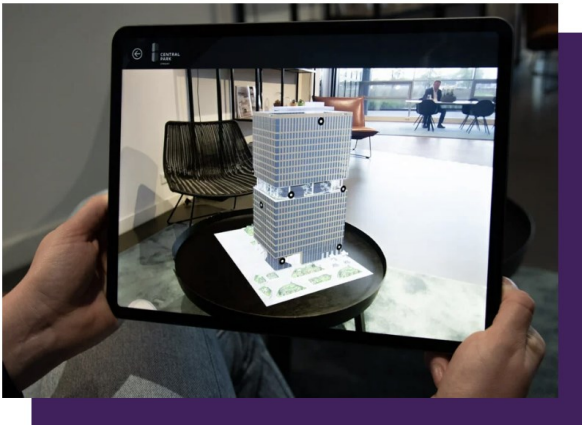
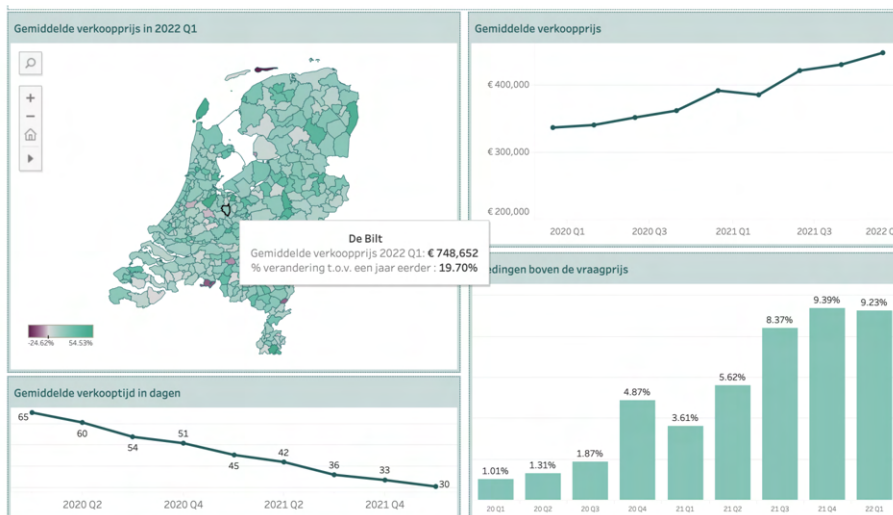
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Matrixian Group

Matrixian Group is a Group of companies with a focus on PropTech, we contribute to a sustainable, smart and healthy built environment and real estate market. Our companies provide services such as faster valuation, digitization of real estate portfolio, validation of your data and we help you grow your revenue with our data-driven marketing solutions. As a PropTech firm We help organizations and people with data driven real estate solutions, knowledge and technology. We help them to see new opportunities and improve result.

Automated Property Valuation Models, Location Intelligence for sustainable real estate and cities, Neighborhood profiles for urban planning. Augmented reality to improve the engagement between citizens and the city.



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Metadecor International

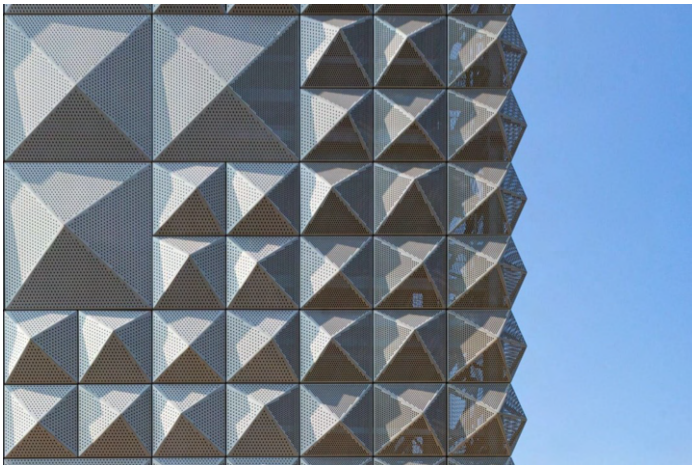
Founded in 2004 in The Netherlands, Metadecor creates unique metal façades that contribute to an exciting living environment and the well-being of the people in the building.

In a process of co-creation with architects, contractors and clients, Metadecor takes care of the engineering, purchasing and assembly of unique, high-quality facades with great attention to detail.

Our façades address topics like sun shading, use of daylight, energy saving and generation (by means of BIPV), wind shelter, natural ventilation, circular design and construction and – of course – bespoke architectural solutions. Architecture in itself is an important factor where sustainability is concerned: beautiful buildings have a long-term value and not only for the stakeholders in the design process.

We are eager to engage in new collaborations, to meet new people, ideas and designs, to work on innovative and never-done-before facades that will make a positive impact on built environment and comfortable work and living spaces.

The sun is a main source of inspiration for many reasons. It allows us to enjoy architecture, by giving daylight. The sun is a source of energy, that we will gladly catch with our BIPV systems, like MD Fasolar. With our MD Designperforation and 3D MD Formatura, we are able to catch the daylight but keep a fair amount of heat outside. At the same time, we want to keep that view from inside the building outwards: for the users of the building to be able to see what is going on outside the perimeters of the façade.



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metadecor

MVRDV was founded in 1993 by Winy Maas, Jacob van Rijs and Nathalie de Vries. Based in Rotterdam, the Netherlands, we have a global scope, providing solutions to contemporary architectural and urban issues in all regions of the world. Our highly collaborative, research-based design method involves clients, stakeholders, and experts from a wide range of fields from early on in the creative process. The results are exemplary, outspoken projects that enable our cities and landscapes to develop towards a better future.

The products of MVRDV's unique approach to design vary, ranging from buildings of all types and sizes, to urban plans and visions, numerous publications, installations and exhibitions. MVRDV is working on large-scale architecture and urban projects worldwide, including the Middle East, such as Pixel, an 85,000-square-metre mixed-use development in Abu Dhabi, features 525 apartments, shops, offices, and amenities situated around a lively communal plaza. The design enables a lifestyle based around outdoor living and community spirit – an innovative approach in the Emirates.



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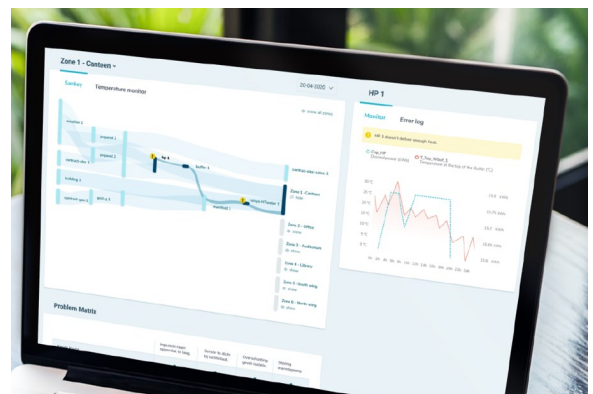
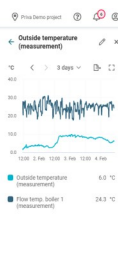
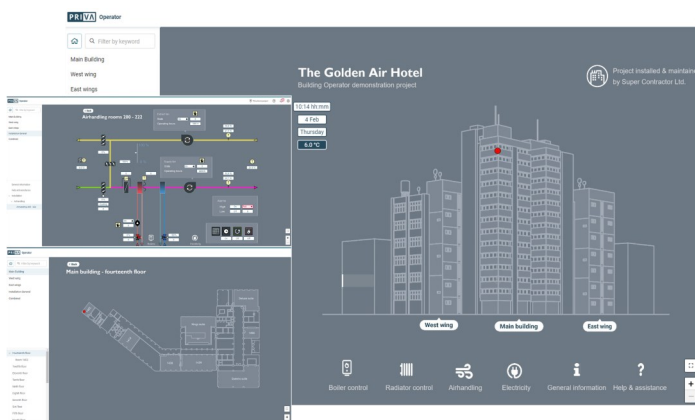
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Priva Building Automation Group B.V.

We at Priva help building owners, developers and investors to build environments that make people feel good and function better while using energy in the most sustainable way. We use our technological know-how and expertise to develop green building technology that creates the perfect indoor climate for performing any given activity and reduces the environmental footprint of buildings. As a building technology company providing smart and sustainable solutions, Priva helps owners, developers and investors to create future-proof buildings and environments where all people can thrive. These days, carbon-conscious companies are asking themselves one key question: 'How can I make my existing buildings more efficient?' We think the answer is through the introduction of more efficient building technologies and digital control platforms that allow energy usage to be controlled and monitored. There has never been a better time to invest in your existing buildings. A global shift from carbon-intensive new construction to retrofit is good for the planet, and good for business too. In fact, retrofit is often the quickest and most cost-efficient way to take control of rising energy tariffs and other operational costs. Regardless of the size or complexity of your estate, our building automation suite of hardware and cloud-based technologies add value to your built infrastructure. With our help, your estate will be smarter, easier to manage and operate – and more sustainable too.

Priva Building Automation hardware and software, Priva Digital Services and ecoBuilding, our innovative AI model and Digital Solution saving energy and improving comfort conditions for building owners and users.



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RTC Rabbani Trading & Consulting B.V.

RTC is an international business development firm specialized in developing sustainable stakeholder networks, partnerships and (M&A) strategies for globally operating firms active in the Middle East and North Africa (MENA) region and in The Netherlands. RTC particularly focuses on assisting its clients in implementing strategies. The firm's client base consists of a diverse group of internationally prominent companies, active in various industries. RTC is a family owned business and has been engaged in these activities for over 60 years.

Salim Rabbani, RTC's Managing Director, is also the Chairman of the Netherlands – Middle East Business Council (under umbrella of VNO NCW), the leading private sector trade and investment promotion organization in The Netherlands focusing on business relations between The Netherlands and the MENA region. He is also a member of the Supervisory Board of Invest International, an impact investment company providing various forms of capital to Dutch solutions for global challenges (including in the MENA region) and a board member of Sawari Ventures North Africa Fund which provides capital to MENA tech and knowledge driven companies.



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Tekle Holographics

Tekle Holographics was built based on a strong believe that the current way of communicating with the digital world (the Metaverse) is unnatural. We should be able to interact with technology in the same way we interact with physical objects in the real world.

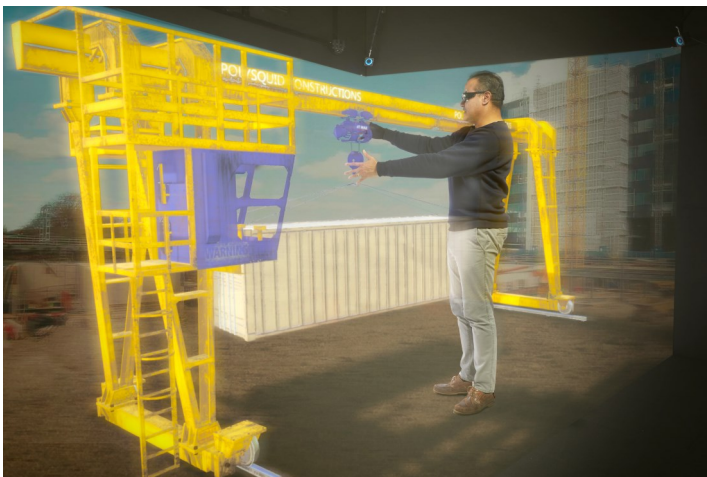
No more keyboards and mice. No more looking down on your phone. AR and VR are a good leap forward and I am pleased to see those technologies maturing and being used more often, albeit they have many limitations. With our Holographic solutions, we can eliminate those limitations and be the bridge between the digital and the physical reality.

Over an 18 months period we designed a completely new architecture for our on-premise and cloud platform, integrating market leading technologies. It allows our clients to import their existing data and designs securely to an immersive holographic environment.

We have established partnerships with industry leaders like SAS institute, Esri, Nvidia, Geodan, Autodesk and many more to allow us to develop interactive and real-time holographic interfaces that interact with their software suites. Our partners are actively showcasing our solutions.

We are about to disrupt the corporate market with our solutions and are covertly working on doing the same for the consumer market. I feel we can become the next unicorn.

Join us on the amazing adventure ahead!



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Treebuilders B.V.

TreeBuilders Sustainable landscapes are essential for our cities. Mature, functional trees are the most nature-based urban solution to limit the impacts of climate change in public spaces. Effective urban tree planting systems address all issues concerning the planting of trees in the urban environment. The right root growth capacity, stormwater management and managing heavy traffic loads while integrating existing and new utilities. We help increase the life expectancy of urban trees. Our urban tree planting system allows trees in the urban environment to grow while also providing urban water management.

By connecting blue, green and grey urban infrastructures we create sustainable urban landscapes and future-proof cities and reduce stormwater runoff. Our underground bioretention system serves both functions; bioretention and underground water storage. A “submerged rain garden”, existing of modular units, that uses soil to support large tree growth and provides powerful on site stormwater management through absorption, evapotranspiration, interception and filtration, while not taking up extra space in the crowded city area. All our products are made of circular plastics, another important issue we always work on.



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Urban Design ANL

We operate mostly from The Netherlands and collaborate extensively with other creative industries and with various Dutch engineering Companies such as: Witteveen en Bos and Royal Haskoning-DHV. Our core business is designing of an urban area and the supervision of the construction. We have experience working in various contexts, from the city centres' to rural area. Our expertise is in water related projects, such as waterfront spatial developments. Many of the projects we carry out are for Municipalities and other Government institutions.

ANL's goal's to design structures that support climate resilience and create a new sustainable environment that fulfil the needs of the resident and community. We aim to apply sustainability at each step in the design and supervision of all our projects. That is why ANL is participating in this mission. To learn more about climate resilience from other countries and to exchange knowledge on this topic. ANL would like to know more about how to implement climate change resilience in urban design guidelines in general.

ANL's products ANL carries out projects at various scales, from city block to city or region level. We can deliver various services including: Master Planning/vision, Urban Planning, Urban Constraints, Urban guidelines, Supervision, etc.

ANL's Unique Selling Points ANL is specialized in water-related projects including; water residence, floating communities, waterfronts, sea defences and flood prevention. We also stand out for our application of techniques, innovation, and strategy to achieve sustainability grounded projects.

Profile of Commercial Contacts wanted: Looking for firms that interested in collaboration of urban projects in all scales in United Arab Emirates.



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Van der Hoeven Horticultural Projects B.V.

Smart city, smart food system.

Van der Hoeven develops data-driven greenhouses that produce high-quality crops, all year round, with minimum use of resources and futureproof levels of circularity.

In a world where sustainable, locally grown products are a priority, the demand for high-tech, greenhouses is growing. Van der Hoeven designs, builds & operates turnkey greenhouses that are especially suitable for circular smart urban food systems, and come with a range of benefits:

Water efficient

With the right combination of smart design and innovative technologies, we reduce the water demand for fresh crops to an absolute minimum – up to 95% lower than with open field or lower-tech greenhouses.

Circular

Van der Hoeven greenhouses can operate on waste products from urban industries, such as wastewater, waste heat and CO₂. This creates large-scale circular concepts that help cities go from take-make-waste models to circular economies, generating spin-off benefits across several sectors.

Artificial-Intelligence optimized

Artificial Intelligence, data science and sensor technologies turn our greenhouses into scalable growing solutions that reduce risk, increase reliability, improve yield and lower both energy and water demand.

Since 1953, Van der Hoeven has been developing innovative horticultural projects worldwide. We do this with our passion for technology and continuously invest in R&D to strengthen our propositions for growers and investors to maximize their return on investment. As a full-service provider we offer our clients a complete package of disciplines, from feasibility studies to cultivation advice.



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Embassy of the Kingdom of the Netherlands in Abu Dhabi

The Embassy of the Kingdom of the Netherlands in Abu Dhabi and the Consulate General in Dubai are dynamic organisations, active in the economic, political and cultural fields in the United Arab Emirates. Its main areas of focus are the sectors relating to the Water-Energy-Food Nexus. The Embassy and the Consulate General offer numerous services that assist Dutch companies with establishing or expanding business in the UAE and actively represent Dutch participation in the country regarding topics such as renewable energy, water management, hydrogen, sustainable building and food security.



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Ministry of Foreign Affairs

Netherlands Enterprise Agency (RVO)

Do you want to grow your business abroad? The Netherlands Enterprise Agency can help you expand internationally. We offer financial support, personal advice, and access to networks and events to help grow your business internationally. Whether you want to finance the start of your business or take your existing products and services abroad, we can help. We offer many different subsidies and programmes. These include tax credits for research and development and vouchers for SMEs taking part in trade missions. Our experts can help you grow your business by exploring countries that offer good opportunities and the right market conditions. Get personal advice and information on local business practices, regulations, and cultures. When expanding your business abroad, it is important to be well-prepared. You should research business to understand another country's challenges and risks. The Netherlands Enterprise Agency has business research tools. These help you better understand the market, find the best country to expand to, and find the right business partner. Are you looking for customers, experts, or business partners abroad? We can help you expand your international network and find suitable business partners. Would you like to take part in an international mission or attend an event? Browse our events and missions page to find interesting opportunities for your business.



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Netherlands Enterprise Agency

Nauman Rashid is a graduate engineer whose assignments have taken him from Europe to North Africa, Middle East and across to Asia. Having started as a field engineer in the oil & gas industry, he offers marketing and business development expertise predominantly in the B2B mode that also includes other industries such as water & wastewater, energy & renewables and smart & sustainable practices.

A strong believer in win-win partnering relationships, Nauman demonstrates an ease with strategic and visionary thought leadership. He engages with all stakeholders, uncovering and addressing any technology, commercial and adoption concerns to seek common ground and pursue success. He has worked closely with businesses and industry, government and ministries, regulators and operators and enjoys trusting relations at the highest levels in such organisations across the Middle East GCC and beyond.

Nauman has supported several Dutch Trade Missions to the Middle East with matchmaking. After initial conversations with the Dutch company and understanding their business and wishes, he approaches suitable local companies to learn on their interest, answering any questions and reaffirming the matchmaking fit. He then goes on to arrange meetings at a level that will benefit the Dutch company. Nauman remains available to the Dutch company throughout the period to provide any guidance, support with local know how and include any further “on-the-fly” matches. After the mission, he remains accessible to the Dutch companies for any follow-up questions.

Nauman is based in the UAE which has been home for his wife and him for the last 20 years. He has a son and daughter who are working in the product, AI and machine learning side of banking in London, UK. In the past Nauman has enjoyed two postings to the Netherlands, living in Drenthe, playing basketball in the league in Hengelo/Enschede and travelling across the country for work. While there he developed a lifelong culinary liking for patat met mayonaisse. He continues to practice the few words of Dutch that remain embedded with happy memories. Today, he remains connected with his friends from the past in Friesland and Amsterdam and looks forward to making new friends through the missions.



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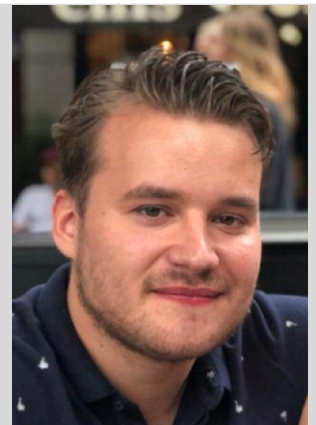
Export Partner B.V.

As the Netherlands' largest export consultancy, Export Partner has been serving companies that want to expand internationally since 2002. This is done through different services; new business development, online marketing, market research and trade exhibitions & missions. Export Partner provides advice and support within various sectors and industries, and establishes contact with potential international customers e.g. distributors, retailers, wholesalers and OEM's. A variety of export specialists with knowledge and experience in different markets are active within Export Partner. They help ambitious companies realizing structural export growth. Not only through expertise and effective working method, but even more so through their solid business acumen and Dutch hands-on mentality.

For the trade missions Export Partner builds upon the knowledge and experience of NEC (Nederlandse Export Combinatie – Netherlands Export Combination), which is part of Export Partner B.V. as of 2019. NEC has been organizing trade missions as early as the 1950s. Starting as a one-men organization, growing to a membership organization with more than 550 members. These missions are often organized in close cooperation with Dutch Ministries, the Netherlands Enterprise Agency (RVO), (Dutch) embassies abroad, our local partners and branch organisations. For almost 10 years already, NEC carries out trade missions and trade shows on behalf of the Dutch government after obtaining the framework contract of the RVO. In 2019 NEC and Export Partner joined forces and from then onwards operate under Export Partner B.V.



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