

歓迎！ 佐賀県 & 嬉野市

January 26, 2015



Delegation of Saga Prefecture visits The Netherlands

From 24 until 30 January a delegation of Saga Prefecture has been visiting The Netherlands to strengthen sport relationships. During their stay they also had a meeting at the Borchwerf II Business Area, where Mizuno Corporation Netherlands is established since 2012.



The delegation had several meetings with the boards of Sportfederations in The Netherlands, including the - also in Europe highly appreciated - sports that originate from Japan. In The Netherlands the delegation presented the Saga Prefecture and inspired the strengthening of further relations in the tradition of the close relation between Japan and The Netherlands, that now exist for over four hundred years.



Thriving a sustainable economical Future nearby Mondial Harbors

The municipalities Roosendaal and Halderberge are situated along the Highway A17, between the international ports of Rotterdam and Antwerp in the Netherlands.

"The proximity of the international ports has brought us international dynamic, which we are welcoming with open arms," says mayor Jacques Niederer of Roosendaal. "Changes in European economic relationships are clearly noticeable. Several international companies have chosen the municipality of Roosendaal for establishment since 2010, as a result of revisions to their global supply chains. External economic circumstances are important factors to which we adjust municipal policies regarding education, the labor market and doing business. The internationalization of the municipality has gained momentum, and we have set up the administrative framework through which we can offer our residents targeted education and challenging work opportunities. For the companies in our municipality, we created the basis for a modern international business environment and the availability of well-educated and motivated personnel."

Adjusting to New Kind of Business

From 2010 companies which centralized their activities in Europe, or were expanding in new geographical markets in Europe, set up large distribution centers in the municipality of Roosendaal, aimed at Europe, the Middle East, and Africa (EMEA region). "At this moment, new interest is being generated from large international companies abroad, as a result of extensive expansion in global markets," says the mayor. "In addition, the development of cross-border e-commerce activities is another reason why the interest in establishing of large international companies at the business areas of Roosendaal is on the rise. We aim to the future, and are constantly coordinating with stakeholders in companies, the education system, and personnel organizations to make sure our policies remain current in the coming years. This is a common policy model in the Netherlands, called the 'Polder-model': we solve problems before they can take hold, and every year we gather to look ahead at future

years, and adjust our perspective and policy where necessary. We have issues that need attention. These generally occur in the area of bridging the different perceptions of various stakeholders - in which we play an active role - and in deciding how to offer perspectives through which we can encourage the lower end of the labor market to find improved connections to job opportunities provided by companies."

Adapting our Economy

A number of companies use their distribution centers at the municipality of Roosendaal as a logistics access portal for a share of the 500 million consumers in Europe, 300 million in the Middle East, and 800 million consumers in Africa. The mayor: "As the importance of distances fades away, we observe the global economy changing at a rapid pace, leading to new relations and opportunities. On one hand in Roosendaal, we create a warm and welcoming climate for existing entrepreneurs within the borders of our municipality. On the other hand - in the course of the past few years - we've also made room



Borchwerf II Business Area, 26. Jan. 2015

for attractive businesses, which can add value to our municipality and we can add value to them to prosper economically. During these years, we made sure Roosendaal is ready for the attractive European economy: we have a total of 200 hectares of construction ready sites available at the business areas in our municipality, for the establishment of new companies."

Attractive to Companies

Traffic in the area flows easily, and the municipality can be reached by rail, as well as by one of the six junctions at the highways A58 and A17 in Roosendaal. Business Area Majoppeveld, with its own junction at the highway A58, provides an efficient connection to deep sea ports in Zeeland, and European inland areas, through to the Middle East. Business Areas Borchwerf I and Borchwerf II have two individual junctions at highway A17, and a direct connection with Rotterdam and far beyond to northern Europe and into Russia, as well as to Antwerp and beyond, all the way to the south of Europe and into Africa. The mayor: "We also have our own international railway yard and an easily flowing direct highway connection to the deep sea ports and inland waterway terminals of Moerdijk, within 15 kilometers."

Centralized Position

The mayor indicates that Roosendaal has a centralized position in the international logistics network. "Within Europe, we offer many businesses the connecting link of added value activities between global production and producers on the one hand, and global products and consumers on the other. Like our own entrepreneurs, I also hear many positive comments from entrepreneurs from abroad. Orientation interviews take place in an atmosphere of enthusiasm and interest in the opportunities provided by Roosendaal as a business location – both from a European and a global perspective," says Mayor Niederer. "We are able to attract important businesses to Majoppeveld and Business Areas Borchwerf I and Borchwerf II – which we developed in partnership with the Municipality of Halderberge – such as NYSE-listed US companies PVH (which includes the Tommy Hilfiger and Calvin Klein brands) and Terex AWP, and the US company Forever Direct EU for distribution in Europe, the Middle East and Africa (EMEA), as well as other large international companies such as VOS Logistics and Colt Datacenter."

Professional Population

"Our appeal is also determined by labor potential: 66,000 people who live in Roosendaal and its direct vicinity work in other parts of the Netherlands and would prefer a job closer to home," says the mayor. "The Dutch are accustomed to living in an intensely regulated society and this is closely related to the certified international work environment of current times. In addition, almost everybody here is multilingual."

Sites Ready for Construction Available Now

The business areas in Roosendaal have individual profiles. Majoppeveld measures 190 hectares and Borchwerf I 180 hectares. Companies that attach importance to a fine appearance, which reflects on their own business image in addition to practical features and efficient accessibility, will gravitate towards the Business Area Borchwerf II, which measures 275 hectares. 56% of this terrain is available in construction-ready sites, and the other 44% has been set aside for roads, water and greenery. In other words, Borchwerf II offers a great deal of space, with broad roadsides and "green" water retention areas with a sustainable setup. More than 100 companies are already established at Business Area Borchwerf II. Another 70 hectares of construction-ready sites are direct available, ranging in size from 1.200 m2 to 12 hectares. >>>

The Netherlands: to Mizuno the ideal test market for the rest of Europe

Mizuno was founded in 1906 and today it's one of the best known worldwide top sporting goods manufacturers. At the Olympic Games in London, many of the winning athletes wore Mizuno sportswear.

Mizuno supplies sportswear and the equipment for baseball, golf, running, track and field sports, football, indoor sports like volleyball and handball, table tennis, swimming and judo.

The European market is emerging for Mizuno and from a European perspective the Netherlands are an ideal country for launching new products.

Director Mizuno Corporation Netherlands, Jean Paul van der Linden: "In The Netherlands we are known for wanting to try new things. At the same time, we Dutch people are committed, crystal clear and maybe somewhat direct in our judgment and our responses. This results in valuable consumer feedback via our dealer network and that is something we greatly appreciate. Also, our market in the Netherlands can be characterized as open, very tight and with very tough competition. These factors make The Netherlands for Mizuno the ideal feedback market for the rest of Europe. A successful product launch here is a good indicator for the possible success of a new product in the rest of Europe. From this perspective, all of our efforts in The Netherlands open in most cases the gateway to the European market."



business location at a very early stage. For several times I made inquiries about the availability of the premises and I'm very pleased that in the end we succeeded in locating Mizuno

Corporation Netherlands at the Borchwerf II Business Area. By doing so, we are now located strategically in the Benelux, between the harbour of Antwerp, where Sumitomo Warehouse GmbH imports all of the Mizuno sportswear and equipment for Europe and our

showroom at the sporting goods retail purchase centre in the middle of the Netherlands."

Driving on the international highway A17 within the minute

An important advantage of a business location at Business Park Borchwerf is that we can access the international highway A17 within a minute, with easy access to most of our clients' offices within the hour. Every day we receive compliments from our business contacts about the ease of reaching our premises. We are literally easy to find. Traffic jams seem only to occur near the places where others in our network have their businesses located, whereas the traffic at our premises is fluid at almost any given moment. The visibility from the highway A17, the easy access and the spatial layout of the Borchwerf II Business Area mean conditions are favourable for our business. And another important consideration is that the tariffs per square metre here are quite good compared to Amsterdam, Rotterdam, Brussels or Antwerp. For us, the Borchwerf II Business Area delivers the right real estate conditions to benefit our key business processes."

Forever Direct EU Distributes to 93 Countries from Borchwerf II Business Park

Forever Living Products sells aloe vera-based health and beauty products in 160 countries around the world. Director Martin Zegers of Forever Direct EU: "From its location at Borchwerf II, Forever Direct EU also provides fulfilment for hundreds of thousands of distributors in 18 countries."

Martin Zegers: "In the past, Forever Living Products had 11 distribution centers throughout the Benelux area, Scandinavia, Germany, Austria, Switzerland, Italy, Spain, Portugal, England, Ireland and France. Now, we have one Forever Direct EU distribution center at the Borchwerf II Business Area."

With the investments we are making here and the economy of scale, costs have been significantly reduced. Forever Direct's supply zone represents one third of global turnover in the EMEA region. The Borchwerf II Business Area is located right between the ports of Rotterdam and Antwerp, just outside of congested areas, and provides excellent connections to the hinterland. In addition, at the Borchwerf II Business Area we have ownership of the land, which was also an important reason for us to establish our company here."

Founding Mizuno Corporation

Netherlands important next step

In Northwest Europe, Mizuno has offices in the UK (European Headquarter), Germany and France. Prior to his job at Mizuno, Jean Paul van der Linden worked for fifteen years for a top sportswear distributor in Roosendaal, with Mizuno as main brand. Five years ago, Mizuno decided to open their own office in the Netherlands. The Japanese board proclaimed their trust in Jean Paul van der Linden to take the lead and that was the start of Mizuno Corporation Netherlands on January 1st 2012.

Particular focus on these premises

At the beginning, there was an interest in locations in Amsterdam and Rotterdam for a short period, but soon the company focused on Business Park Borchwerf. Jean Paul van der Linden: "together with the Japanese board, in The Netherlands we targeted our present

>>> Every company participates in the park management of the Business Area, so that the ambience of best quality will be retained into the future. Management of public space as well as video monitoring of the public space is centrally organized. The sites at Business Park Borchwerf II are purchased for ownership. The necessary urban development plans have already been determined and have a flexible setup. A short-track procedure is in place for the application of building permits from the municipality, and Borchwerf II CV (Public Private Partnership), which sells the ground, will assist in the process. Hospitality and other facilities are available, including monitored truck parking (European Security Level IV), and a gas station for trucks providing both CNG natural gas and bio-diesel. The Borchwerf II Business Area has been awarded the Keurmerk Veilig Ondernemen – Bedrijventerreinen (Certification for Safe Business – Business Areas). For additional information, visit www.roosendaal.nl or www.borchwerf2.com

Business Area Borchwerf is thriving development in 2015. Director Leo Welters of Borchwerf II CV: “We are continuing to sell sites at our business area, according to our plan for this year.



The direct availability of large sites situated at the motorway between Antwerp and Rotterdam seems to be an advantage to the prospering of companies.

Here purchasers become owners of the land and we see that it is considered positive by many companies. This year, we expect to sell 20 hectares of construction-ready land, mainly to large international logistics-focussed companies.”

Borchwerf II CV is a Public Private Partnership in which the municipalities of Roosendaal and Halderberge and the listed building company Heijmans NV participate.

Sale of construction-ready sites according to plan for this year

In 2005 the sale started, and within ten years more than a hundred companies are situated at the Borchwerf II Business Area, most of which have an international focus

Leo Welters: “this success mainly derives from the good location with regards to the harbours of Antwerp and Rotterdam, which are a half hour drive away, in an area with relatively little traffic and a direct connection to motor way A17. We are also the only ones in this area that offer large sites that are located directly on the motor way. Furthermore, the business area has a spacious blueprint. About half of the area is sold in construction-ready sites to companies. The other half is for roads, landscaping and water. Besides, there are agreements about a uniform appearance of for example, the vegetation area located next to the main road and the fences around the companies. This way, the quality of the location is obtained, whereas the site price remains competitive, and this is appreciated by companies. For sales, we closely cooperate with the Netherlands Foreign Investment Agency (NFIA), Brabant Development Agency (BOM) and Southwest Brabant Development Agency (Rewin) and with a number of commercial international brokers and developers.”

Formal processes streamlined

The construction applications of the companies at Business Park Borchwerf are checked beforehand by the regional environmental protection services, the construction and housing inspection department of both regions involved, the fire brigade and ambulance services. In this way, the

formal process of the construction application can be handled quickly. This means of cooperation has already been used for ten years now, with up following improvements and to everyone's satisfaction.



All take part in park management

At the Borchwerf II Business Area, all companies take part in park management. Security cameras are provided, the management of the general area is excellently organised, and there are several collective facilities optionally available, such as a connection to the fibre optic network or the collective purchase of power. Furthermore, there is a category IV secured lorry parking lot and a facilities centre with multiple facilities for companies. “We are also positive about >>>



>>> our two catering clusters that have been created along the A17 motorway. These are also appreciated by the companies," says Leo Welters. It is positive for many companies that the structured approach of the real estate of Business Park Borchwerf is expected to increase in value. In that respect, establishing a company here is a sound investment with the possibility of a positive return on investment in the future.



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Route: A17 junction 21, above the junction go to 'Roosendaal', after 800 meters is our orange projectoffice at the left side of the road.



Fast transit to the hinterland via the Mainports of Rotterdam and Antwerp

Fast transit to the hinterland is provided directly from the terminals via inland navigation, rail or truck.

