



EDITION
05

FEW

THE MAGAZINE FOR **INTERNATIONALS** IN SOUTH EAST NETHERLANDS

IN THIS EDITION:

Josette Dijkhuizen

INTERVIEW

Peter Kentie

High Tech Campus

Dutch high tech industry
attractive for internationals

Howdo magazine is Arrogant Media's bimonthly publication.

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Since the birth of Philips in 1891, Eindhoven has become a technological Mecca for 'foreigners'. In contrast, it was only a century ago that moving from the north of the Netherlands to Eindhoven was experienced as being no less than an overseas immigration. As time progressed, Eindhoven has increasingly welcomed more and more highly skilled workers from all corners of the world.

Eindhoven, and its satellite organizations, are well aware that her expats are here for much more than a mere job. Peter Kentie, director of city marketing Eindhoven 365, is continuously promoting Eindhoven to the world. Turn to page ten and find out what

Eindhoven has to offer our (international) community. Although moving abroad may indeed be an exciting step, many expats periodically experience homesickness, finding themselves lost in translation between two cultures. Read what Dr. Carl Steinmetz has to offer the expat who has difficulty settling in.

Especially partners of expats can suffer moments of alienation. In such a case, why not perhaps consider becoming a (part-time) entrepreneur in this lively and booming city? Josette Dijkhuizen, our very own Women's Representative at the United Nations, holds consulting workshops for both starters as well as experienced entrepreneurs in the region. If your curiosity has been awakened, visit her free introductory workshop on starting your own business on May 21. Find out all about it further on in this issue.

Till the next time, Howdo!

Joost Pool

MWI Index

4 Bulletin Board

Eindhoven Culinaire, NBI Expo, TU/Experience, EuroTrade Fair

8 Carl Steinmetz



Interview: Peter Kentie

14 DiscoverE

Autobedrijf van Limpt

18 High Tech Campus

Dutch high tech industry attractive for internationals

22 Arnol Kox

God as a driving force



Josette Dijkhuizen

32 Philips Research

100 years of innovative inventions

36 Agenda

BillyBird Park Hemelrijk, Kings Day, Effenaar

Bulletin BOARD

Capoeira is a fusion of fight, game and dance with an Afro-Brazilian history. The game between two players unfolds in the middle of a circle of musicians and other capoeiristas. Capoeira was born 400 years ago, originating with African slaves. It has spread ever since to the furthest corners of the world and has already been played in the Netherlands for 30 years.

Under the inspired leadership of Mestre "Vulcao", the group Capoeira Interação has been practicing the art of capoeira in Eindhoven for over 17 years. Classes are open for everybody aging from 5 till 95 years.

Because of the element of play and the combination of music and movement, capoeira is a great way to improve your fitness, balance and flexibility; lose weight, shape your muscles and boost your strength; advance your coordination, musical skills and sense of rhythm; meet Brazilian culture; encounter people from far-away countries.

Just come for a free class!

www.capoeira-interacao-eindhoven.nl

HEL VAN BRABANT

On Saturday and Sunday, May 17th and 18th, 2014 the 24th edition of the "Hel van Brabant" takes place. This is a cycling competition for the coveted Mies van der Heijden challenge cup.

Start and Finish on grounds
GGzE Eindhoven.

www.helvanbrabant.nl



DUTCH TECHNOLOGY WEEK 2014

From 18 to 24 May 2014 the Dutch Technology Week (DTW) will be organized for the third time. The theme is Week of Wonders. Professionals, pupils, students and the broad audience will be amazed with the fact that technology takes care of innovations and contributes to wealth and well-being. DTW will show the visitors that technology is challenging, fun and provides a promising future for work, study and investments.

Usine/Igluu as a central meeting point
During DTW, USINE and IGLUU will be the DTW Café. A central meeting point in the center of Eindhoven near the train station.

Partners organize various events: a network meeting, Talent meets Top, National conference Technology pact, an ESS student's symposium, and a lot more. Besides that the café is accessible for visitors to have a bite and a drink. Other activities take place at several locations in the Eindhoven region. For further information and the complete program:

www.dutchtechnologyweek.com

MAY 18-24, 2014

DUTCH TECHNOLOGY WEEK

WEEK OF WONDERS



NBI EXPO

From 6 until 8 May 2014, the city of Eindhoven forms the global meeting place for the international trade community looking for economical development opportunities. The third edition of the international 'Nation Branding & Investment Expo' is a high level nation-to-business event, which forms a dynamic platform for the promotion of investment and trade by governmental institutions and leading enterprises from countries worldwide. All nations are engaged in a competition to attract foreign investment, and export their products. Nation branding is about providing interested investors and businesses a differentiated offering, a core idea that highlights your countries' selling points.

During this multilateral event the diversity of the exhibitors and visitors generates cross-pollination between the participants and enlarges the opportunities for international matching and networking on the floor. The floor officially is situated in the Netherlands, however the whole world will be at your availability.

Beursgebouw Eindhoven
Lardinoisstraat 8
5611 ZZ Eindhoven
www.nbiexpo.com

EINDHOVEN CULINAIR

Date: 6-6-2014 till 8-6-2014
Eindhoven Culinaire is a traditional event which is organized once a year. This year it will start on 6-6-2014 and finish on 8-6-2014 at the city park (the park which is directly connected to the Park Theatre). Many restaurants from the region of Eindhoven will provide small and large dishes in separate pavilions. After the success of the Proeftuyn in 2013, this year's events will become central to the whole area of Eindhoven Culinary. Cozy little tasting rooms and a large central terrace where you can taste regional specialties, delicious foods and drinks from the various culinary tasting rooms. Enjoy and experience a beautiful evening during Eindhoven Culinaire 2014. You can buy the entrance ticket for € 5,- from the cashier desk in front of the entrance door or purchase your ticket through the website. Children under 14 are admitted free of charge when accompanied by an adult. For more information please check the website: www.eindhovenculinaire.com



LAKEDANCE

Summer is coming and nothing is better than having a party on the beach. Lakedance is the most summery beach party in the south of Holland. More than 30 DJs line up on Saturday, June 7th in Aquabest.

The theme of the upcoming Lakedance is "Life is a beach". Therefore, we want to forget about all the negative stuff in our lives and replace it with fun, sun and beautiful beach. In the context of this theme Lakedance donates two vacation tickets to Thailand. The land of sun, sea, temples and beautiful beaches is closer than ever for those who purchase a ticket in the SLAM! FM presale week. How to win and purchase your ticket? Please check the website.

Where? Aquabest
Ekkersweijer
5681 RZ Best (near Eindhoven)
Time: From 13:00 to 23:00
Website: <http://www.lakedance.nl/>



TU/EXPERIENCE

On Sunday, May 18, 2014, the Technical University of Eindhoven (TU/e) organizes the TU/eXperience - Public Day. All young and old people are welcome to see and experience the many TU/e activities in the field of Energy, Health, Smart Mobility, and Sports and Technology.

All activities take place on the campus of the TU/e. Pre-registration is not required and admission is free.

Time: 12.00 - 17.00

Address: Campus Technical University
Eindhoven
Den Dolech 2



Eindhoven

EUROTRADE FAIR

EuroTrade is the international exhibition where supply and demand meet. EuroTrade offers a complete range of goods in the dynamic stocklots market.

Date: 3-6-2014

Opening hours:

Tuesday 09:00 - 18:00

Wednesday 09:00 - 17:00

Admission: Order free tickets via www.eurotradefair.nl

Address: Beursgebouw Eindhoven
Lardinoisstraat 8
5611 ZZ Eindhoven

For more information please check the website:
www.eurotradefair.nl

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**3 & 4 june
eindhoven**


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KNIGHTS & LADIES

Date: 27-4-2014 till 4-5-2014

Did you know Eindhoven formerly had three castles? What would it have been like to live there and what would you do as a knight or lady? You can go to Eindhoven Museum from 27.04.2014 till 4.5.2014 and the museum is open from 11:00 to 17:00. You will be able to see all three castles, test your sword fighting skills and make a beautiful piece of jewelry.

Eindhoven Museum
Boutenslaan 161-B
Eindhoven

For more information please check the website:
www.eindhovenmuseum.nl



APRIL FESTIVAL

Date: The whole month of April

April will be held from 1 of April till 30. This festival of apps and mobile internet offers more than 100 workshops, lectures and receptions in Amsterdam, Utrecht, The Hague, Rotterdam and Eindhoven. The April Festival is the biggest event of apps in the Netherlands.

Come, get inspired and learn new things with other creative developers, marketers, IT professionals, entrepreneurs and other app lovers!

For more information and locations, please check to the website below.

www.april.nl/eindhoven

MUZIEK OP DE DOMMEL

From May 31 till first of June, 2014, the fifth edition of Eindhoven's largest classical music festival will be organized in different locations and with different programs. For the first time the event will be at the TU/e campus, in a beautiful green environment. Saturday is dedicated to workshops (provided by musicians from the South Netherlands Philharmonic) and concerts. Sunday morning the musical event will start with "Doe de Dommel". The afternoon is devoted to chamber music at the Dommel (Kamermuziek aan de Dommel) and a special Children Music Garden full of tasks, music games and puzzles for children. Music on the Dommel is free for everyone. Come take a look and enjoy beautiful music in a green environment!



CARL STEINMETZ

↳ Dr Carl HD Steinmetz, Director of Expats & Immigrants BV and EMDR therapist, examined how the immigrants' and expats' positions might be at stake and what they can do to prevent this situation.

He explains why intercultural psychiatry is so important in the 21st century and how Expats and Immigrants has the potential to enhance the mental wellbeing of people in The Netherlands.



Background

Dr. Carl HD Steinmetz was born into an environment of tropical rains, exotic smells, rustic markets and familiar faces. His mother's family (of Armenian, Turkish and Persian descent) fled centuries ago to the south of India before arriving in Java, Indonesia. His father (of German descent and a Professor of Physics) set up the University of Medan, in Sumatra, until President Sukarno extradited all Dutch settlers. The university operated under an Indonesian flag but his parents were close to Sukarno and were allowed to stay. Carl Steinmetz:

“When I was 10 years old I came to The Netherlands and my whole world changed”

“I was away from friends in Indonesia and in unfamiliar territory. I spoke Dutch, but not the modern dialect that all Dutch children knew. I was bullied and ostracised. My father suggested me to take up boxing to learn self-defense and gain confidence and I never looked back. I studied psychology and math at Leiden University where I had a Moroccan professor. He inspired me to head to Africa to conduct research. I subsequently went to the Research Centre of the Ministry of Justice. I also worked on big data analysis and accidentally founded a new type of theory – the opportunity theory. After that time I worked for the Canadian government for the Ministry of Internal Affairs. In Canada I also worked as a visiting professor for the British Columbia University in Vancouver. After working as Director of the Institute of Psychodramas I started my own business in safety and security to help businesses create policies against ag-

gression and violence in the workplace. I put the knowledge I had gained into setting up coaching systems for children. When I decided that I should set up Allekleur, I was seeking to improve the position of immigrants in The Netherlands. I paid them home visits and discovered how hospitable and welcoming they were. Mothers revealed their daughters weren't being treated fairly at school and were unable to succeed. I learned a lot during this period."

"Mothers revealed their daughters weren't being treated fairly at school and were unable to succeed. I learnt a lot during this period."

Life- Changing & Mental Health Challenges

"Non-western immigration and expatriation so often equate to adventure and a new life, but also instability and loss of collective identity. Separated from familiar topography, possessions and relationships, immigrants in particular undergo anxiety, mourning and a period of readjustment. Adapting to a new homeland is a difficult process and the individual has to cope with not only a new language, but also new employment and interpersonal experiences. Those kinds of life-changing events can present a number of mental health challenges."

"Most immigrants believe they can cope with this terrible feeling of loneliness and alienation because they will return. If they fail there is always a way back to their motherland," explains Steinmetz. "Unfortunately, this is not always the case. In a new environment, children teeter between two worlds: namely that of parental/family life and that of nation and school/work. Two languages are practiced, at home the mother tongue and at school/work the local language. Immigrants therefore live in two distinct, and often confusing, worlds. For the elderly, their motherland remains in their heart. They live with solidified images of their former climate, and the sights and smells of their previous life. This can

be an upsetting realization, although unfamiliar surroundings can encourage bonding between family members who have immigrated, with elders often educating the younger generations about their homeland."

What kinds of services are available through Expats and Immigrants?

"Expats and Immigrants centres are now spread across the country and nearly all the workers are immigrants themselves, providing psychiatry and therapy for expatriates and immigrants from Morocco, Turkey, Surinam and South America. Expats and Immigrants is also part of a larger mental health organization called the Parnassia group, an organization which seeks to care for the growing immigrant population. Expats & Immigrants started recently and is dedicated to coaching, advice and research to those in the twilight zone – a place neither here nor there. Expats & Immigrants is situated in Amsterdam and works for commercial firms and individuals, and the consequences of their new position on daily life."

Future for Expats & Immigrants

"Mental health agencies are in a great position to improve the opportunities of education, working life and wellbeing for society. In the field of psychology and psychiatry, we are now starting to study the 'language of distress' as people from other countries experience different forms of language in order to explain their complaints and problems."

The Director of Expats & Immigrants BV emphasizes that

Expats deserve less alienation in the Netherlands.

"We try to learn more about stress language so that we can relate to our clients. If we can talk on their level there is a bigger chance we might be able to treat them."

www.expats-immigrants.com



PETER KENTIE EINDHOVEN 365

“Eindhoven 365” is a city marketing organization based in Eindhoven. EHV 365 encourages and promotes many activities to take place in Eindhoven. With the help of Eindhoven’s municipality, the organization is dedicated to create a unique city-brand in order to encourage tourism and attract businesses and talents. EHV 365 has been busy with several international projects.

We sat with Peter Kentie, Director of EHV 365, to learn about his vision, the organization’s missions and some of its initiatives.

How long have you been here and would you describe what type of company EHV 365 is?

“I joined the organization two and a half years ago. Our aim at Eindhoven 365 is to professionalize city marketing.”

“The name of our organization is Eindhoven 365 and that refers to our slogan:

We are here for the city and stakeholders every-day and since there is always something going on in Eindhoven. All 365 days of the year.

On what ground are you promoting the city? Any specifics?

“I think a city can be more attractive when many activities and events take place; only these activities make cities truly appealing. We are witnessing that cities with historical attractions tend to organize fewer events. Therefore they only benefit from their past traditions.”

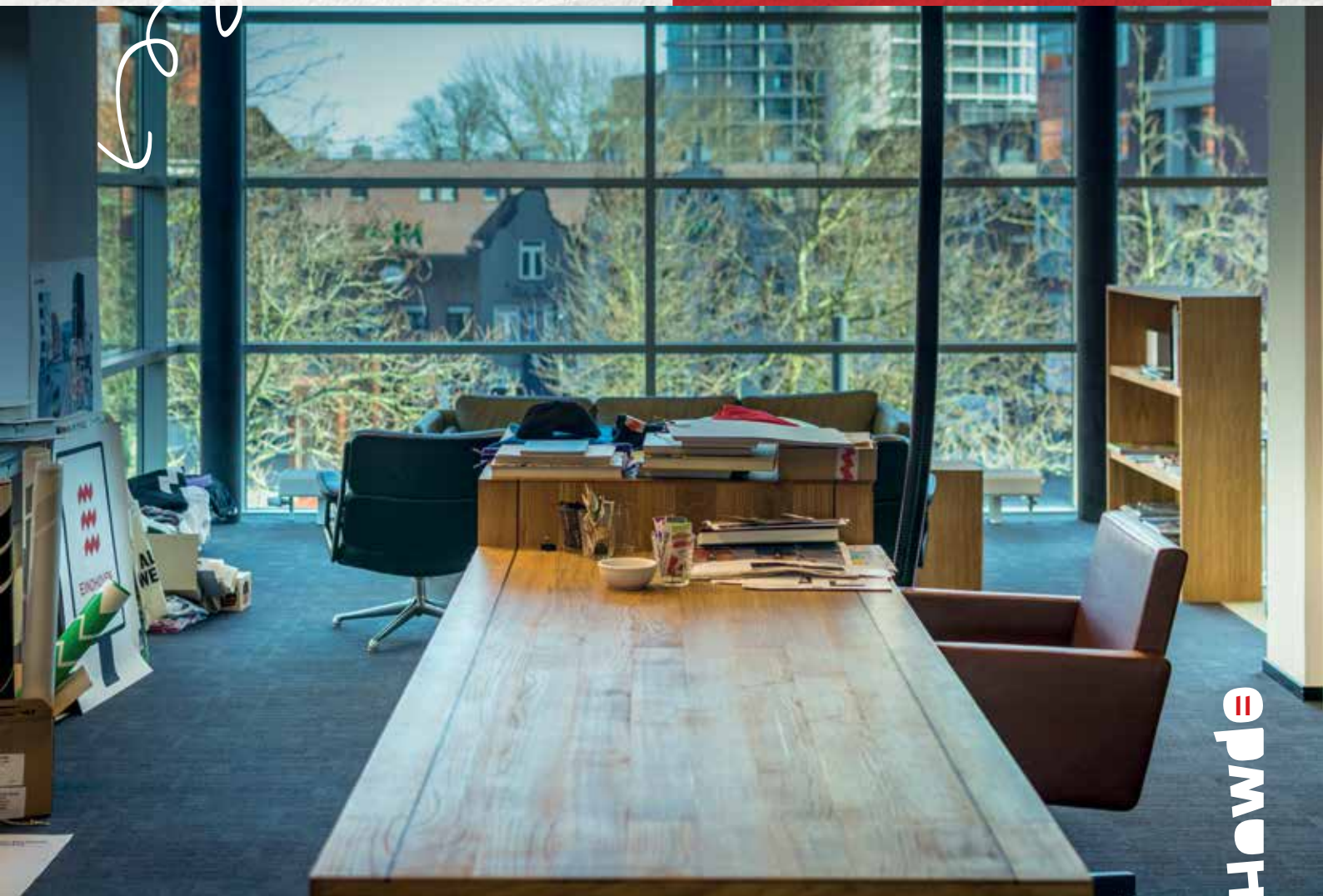
“Our mission is to create an environment that attracts more people to town but we are also working hard to keep people in town. In Eindhoven, our tradition is to organize as many events and activities as we can. But I believe this has to be categorized. We look at what exactly are we going to do, and for whom. The good thing about our city marketing strategy is that we actually look at the key target groups. For example we are keen to attract international talents. We need to bring talents from all sectors to Eindhoven and that helps speed up the engine of our economy.”

Would you please elaborate on what City Marketing is?

"We always compare our effort to a store. In order to run a profitable store, you have to have all the necessary products along with good service inside the store. On the other hand, you shouldn't forget the shopping window. The window is a representative of what you offer inside your store."

"We are really happy that the municipality of Eindhoven follows this simple idea. The shopping window is focused on the new investors and talents that are intending to come to our town. What we organize in the city is the fun part and it's available in our store. But we use marketing strategies to inform individuals about our efforts."

"Make no mistake; we need to be relevant to other cities too. We are also competing, in a very positive way, with other cities and tech areas in Europe. We know people are mobile and have many great cities to choose from. We are also aware of the fact that many tech-talents are here to work in well-known companies such as ASML and Philips. Besides that, our great schools attract many international students. Meanwhile, our mission is to engage those talents to the city, that way we can put Eindhoven in a very unique spot."





Are there significant differences between brand making in Eindhoven and other cities?

“Yes, Eindhoven is one of the fastest growing cities in the Netherlands and the structure of the city is very different from other cities. Needless to say, the citizens of Eindhoven are rapidly changing and evolving. For instance, we know that more than 60 percent of international tech talents here are single, which is very different from other cities such as The Hague. Expat lives are more family based there.”

“We should also remember that Eindhoven is a relative young city. Historically, people came from all over the Netherlands to work in available industries in Eindhoven. The beauty of Eindhoven is that everyone feels at home very quickly. The city has a very high adoption rate.”

“Building a brand for such a city is a very complex but unique project. At EHV 365, we have developed a clear brand according to the characteristics of Eindhoven. We ran a big project with the collaboration of many talented individuals. We have created a virtual design agency and

welcomed many talented professionals to our team. We have researched Eindhoven extensively, and of course we looked at other cities. Not only at other cities’ brands, but also their brand strategies.”

“During the research we figured many cities have two-logo brands representing their city and obviously we were familiar with one-logo brand cities such as Antwerpen, Bonn and Bruges. We also thought that’s far more logical and much fairer. We went back to the municipality and suggested the idea of a one-logo brand for the city. The result is an inspiring logo that can be presented in many ways.”



What are the core missions of EHV 365 at the moment?

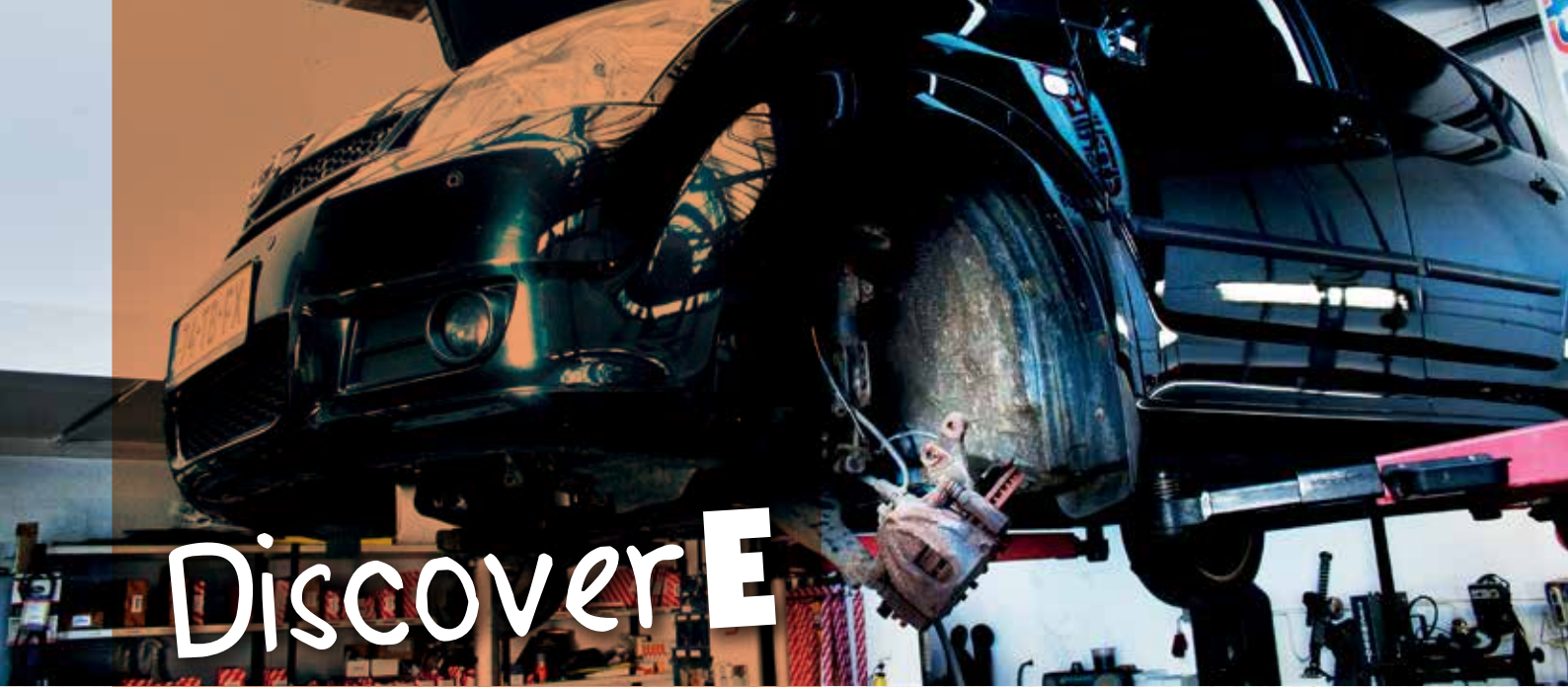
“Our task is to let the world know what Eindhoven is about and what we stand for. Our strategy is to inform both citizens and visitors about the potential of Eindhoven. These missions contribute to higher investments in the city.”

“We can now deliver a clear proposition and show it to the outside world with our city marketing strategies. Eindhoven has many known and unknown aspects and we are the storytellers. We are eager to make the city more exciting with temporary and contemporary projects. Projects like GLOW and the Dutch Design Week are an important part of the city now. We are here to promote our city in this global economy.”



EINDHOVEN





Discover E

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Howdo visited the car company which is also named Toyota Center Veldhoven. What we noticed immediately is that it is located in a residential area, instead of an industrial area. Marco, the owner of the company, welcomed

us warmly in his office, after which we got a tour of the showroom and the workshop. It is a small family business, with a team of 3 hard workers and father Jan who cooperates occasionally. Marco told us about the origin of the Toyota Center Veldhoven.

“Thirty years ago my father started the company and in 2010, I took over the business.”

After twelve years of work experience and training, he went all the way for his hobbies: cars. The career of his father Jan began as a Peugeot dealer and after a few years he started to work for the Toyota brand with a sub-dealership. In 1998 the sub-dealership was dissolved, to expand brands and retain specialism for Toyota.



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Text: Jessie Coolen

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<http://www.toyotacentrumveldhoven.nl/>



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www.vanabbemuseum.nl



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Eindhoven

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5621 BN Eindhoven

Het Cruydenhuisch
Kalmoesplein 73
5643 LM Eindhoven

www.robinhoodeindhoven.nl [robinhood040](https://www.facebook.com/robinhood040) [robinhood040](https://twitter.com/robinhood040)



After the annexation Eindhoven has 46,000 inhabitants and 6,300 hectares ground. The population increased with over 40,000 inhabitants! Eindhoven Museum has based her EMobiel on this annexation. The EMobiel consists of six archetypal houses which can be nested like matryoshka dolls. Each house has its own special property (table, children's house, showcase). The biggest house represents Eindhoven and the other houses represent the sub-municipalities Stratum, Woensel, Strijp, Gestel & Blaarthem and Tongelre. The names of the houses were determined by the population of the districts, and the coat of arms of every district can be found on the corresponding house. Eindhoven Museum erects a smaller version of the city when the EMobiel is unpacked.

Eindhoven Museum is open from March 30th till November 2nd 2014.

Opening hours 11.00 till 17.00 hours except for Mondays when it is closed.

Contact Eindhoven Museum:

Address

Eindhoven Museum

Boutenslaan 161 B

5644 TV Eindhoven

Telefoon: 040-2522281

Fax: 040-2518924

E-mail: info@eindhovenmuseum.nl

Or take a look at

<http://www.eindhovenmuseum.nl/>

Six villages in one city

You can still hear someone say: "I'm not from Eindhoven, I'm from..." People don't feel like a real Eindhovenaar, but more like an inhabitant of the former villages. The names of the villages are now the names of the districts in Eindhoven. This keeps the history alive.

Eindhoven was doing well at the start of the 20th century. The industry kept growing, and more and more people moved to Eindhoven to find a job. Unfortunately, this posed some problems for the surrounding villages. The workers settled in these villages to be able to work in Eindhoven. The villages took care of proper housing and social facilities, but they didn't get anything in return. The workers spent their money in Eindhoven, where most facilities were situated.

This meant that the villages did not share in the growth that Eindhoven experienced.

On 1 January 1920, the villages Gestel & Blaarthem, Stratum, Strijp, Tongelre and Woensel were merged with Eindhoven to create the city Groot-Eindhoven. This annexation solved a lot of problems and it made sure that the growth persisted. The faulty collaboration between the villages concerning the public facilities like the sewerage, gas pipelines, and drinking water was repaired. This was an improvement, especially for the drinking water. Before the annexation all villages were dependent on Stratum, that put all kinds of complicated conditions on the delivery of the water.

Back then, Eindhoven was the smallest municipality with 75 hectares and 4,000 inhabitants.

Eindhoven Museum

A long lost city comes to life at Eindhoven Museum. In the historical heritage parks in Genneper Parken, you will meet the prehistoric and middle age residents of Brabant. Become familiar and participate in the routines of daily life of that era. The history from the 17th century onwards is presented in the museum collection, which can be found on multiple locations around the Kempen. Eindhoven Museum organizes educative programs, expositions, events, readings and demonstrations. The lively history and collection combined give an astonishing image of daily life in "The beginning of Eindhoven."



HIGH TECH CAMPUS

Dutch high tech industry attractive for internationals

Our society is continuously facing technological challenges in the areas of health and wellness, security, renewable energy, mobility and climatology. Challenges for which the Dutch high tech systems and materials (HTSM) sector provides pragmatic solutions. To find out more about this branch, we spoke to Jos van Erp, program director of High Tech NL and representative of Holland High Tech.

Branding Dutch high tech abroad

High Tech NL, based at the High Tech Campus in Eindhoven, is an association for high tech companies and knowledge institutes. Van Erp takes us on a stroll through its brief history:

“In 2010, there was a branch organization called High Tech Systems Platform, HTSP. This was a foundation consisting of 24 manufacturing companies, including big ones like ASML, Philips, Océ, Thales and Fokker. HTSP’s focus was on human capital and lobby with the Dutch government. And then there was Point-One, an association aimed at guiding processes of innovation. These processes were established with grants from the Dutch government, which would only last until 2012. That’s why it was decided to fuse HTSP and Point-One so that the knowledge gained would not be lost. On 1 January 2013, this resulted in the formation of High Tech NL in which the program lines human capital and innovation are firmly anchored. Around 150 companies and knowledge institutes are members. They share knowledge, are open to joint

ventures and use our network to innovate more successfully.”

High Tech NL is founding partner of Holland High Tec

“Holland High Tech was created primarily to give substance to the branding of the Dutch HTSM sector abroad,” Van Erp explains.

“It’s a partnership of seven corporate clusters of which High Tech NL is one. All parties have mutually agreed that if they want to do anything abroad, for which we have an agenda, they do so together and allocate manpower to it. It’s not so much about money, but more about jointly promoting our high tech sector and getting projects off the ground.”



Pleasant working environment

The Dutch advanced technology sector is reputed for its low level of hierarchy, multicultural setting and result-oriented approach. It's an environment in which employees from different backgrounds quickly feel at home and develop their talents.

But obviously, not every person is the same and likewise, not every international is the same. Do we have a clear picture of the differences between internationals? Van Erp: "We're doing research on this at least once a year, particularly with Maastricht University. It always has to do with qualitative questions, such as: 'What factors make somebody feel at home?' This can be totally different for a Spaniard than for an Asian. A second question is: 'How do people develop themselves?' Is someone served best in a formal way, by following a course his boss has sent him to, or in an informal way, for instance by taking part in a project group and absorbing knowledge in the process? Also, learning cultures vary widely.

We're trying to get a grip on these kinds of issues, with the objective to give companies insight into mentoring their internationals in such a way that they stay with them for a long time. For the return on investment occurs no earlier than after two years. You also want your people to feel comfortable, for when you feel comfortable, you work more pleasantly and thus perform better."

According to Van Erp, there are two reasons why the HTSM sector calls upon international knowledge workers. "On the one hand we have an absolute shortage of people with a certain educational level, mainly those with a master's or PhD degree, and postdocs. On the other hand there's a shortage of highly specialised people."

The Dutch-Lithuanian connection

Last November, a Dutch-Lithuanian network meeting was held at High Tech NL.

"Lithuania's ambassador to the Netherlands, Mr. Darius Semaska, wanted to get to know the high tech industry in the Eindhoven region," Van Erp enthuses. "He said to me: 'I would like to introduce my country to entrepreneurs in this region. Can you help me? And would you

also be willing to help me get technically skilled Lithuanian students do internships in the Netherlands, as a try-out? We have a small industry, but it's very strong in two things: laser technology and telecommunications.' He arranged that around twenty Lithuanian entrepreneurs came to Eindhoven and I arranged that twenty Dutch entrepreneurs attended. Whether it will lead to cooperative endeavours is hard to tell at this point. However, I do know that one Dutch participant is in touch with a Lithuanian firm and is going to do something concrete with it. It will not generate much turnover, but the first steps have been taken!"

For more information visit www.hightechnl.nl and www.hollandhightech.nl.

www.hightechnl.nl



Did you know?



Eindhoven is the fifth-largest city in The Netherlands

With 215,000 inhabitants and around 160 different nationalities Eindhoven is the fifth largest city in the Netherlands. The Eindhoven region is one of the most important regions for the Dutch economy. Almost 14 percent of the Gross Domestic Product is from Eindhoven. Forty percent of all investments in Research & Development in the Netherlands are made in the Eindhoven region.

The Dutch are some of the world's biggest coffee drinkers

The Dutch are the world's biggest coffee drinkers after the Scandinavians with an average of 140 liters of coffee a year or 3.2 cups a day. The Dutch were the first to import coffee to Europe on a large scale as early as the 1600s.



The Netherlands is the world's largest cheese exporter with the dairy industry turning over 7 billion euro's.

In 2012, The Netherlands won the title at the World Cheese Making Contest in the United States. Dutch cheese is the best cheese in the world, as agreed by 40 judges from 17 countries who judged 2,500 different cheeses. Julius Caesar said that the Dutch have something about cheese.

The Netherlands is below sea level

Almost a quarter of its surface is below sea level. The lowest point is at Nieuwerkerk aan de IJssel (6.74 meters below sea level)



The Netherlands is the Windmill Capital of the world

The famous Dutch windmills were used to pump away water for hundreds of years. Presently, there are over 1,000 mills in working condition. Imagine the sight when there once were 10,000 windmills.



DE EIK (THE OAK)

Open house for cancer patients and their next of kin

AFRICA WEEK

a joint effort by the ISE and CKE

From 12 to 16 May, the International School Eindhoven (ISE) organizes a cultural week with an African theme. There are classes, workshops and presentations during the whole week. During the week, teachers from CKE, the Center for the Arts in Eindhoven will support all kinds of classes and workshops for children from groups 1 to 8. For example, dance, song, painting, mask-making and playing djembe. CKE is also responsible for the opening of the Africa Week on Monday afternoon, and along with all the kids, the final presentation on Friday afternoon. It promises to be a fantastic week.

About CKE

CKE offers lessons, courses and other activities for people of all ages at various schools and locations in Eindhoven: theatre, dance, writing, visual arts, photography, musical theatre and music. In May the program for 2014-2015 will be published and there will be special courses in English. More information will be published in Howdo's June issue. You can also visit CKE's website www.cke.nl for more information.

Of course you can talk about illness and everything that's involved with it, but you don't have to. Anything goes. 'De Eik' has an informal atmosphere, like a cozy living room where you'll hear laughter far more often than crying!

Many people are afraid to hear the scary stories of others, but that's not what 'de Eik' is about. Of course experiences are being exchanged, but it will be between people in a similar situation who can support each other by recognition.

'De Eik' also provides a lot of information about non-medical matters people have to deal with as a patient, partner or next of kin. These include matters involving work and cancer, supplemental care for children and families, special clothing, food and more.

'De Eik' also organizes a lot of activities for its guests. These may vary from talks and discussion groups to courses such as yoga, making mosaics, painting and drawing, walking etc. 'De Eik' is open every working day from 10.00 to 17.00 o'clock. For more information visit www.inloophuis-de-eik.nl.

'De Eik' celebrates its tenth anniversary in 2014.

Open house 'de Eik'

Aalsterweg 285b
5644 RE Eindhoven
Telephone +31 (0)40 2939142



ARNOL KOX

God as a driving force

Everyone in Eindhoven knows Arnol Kox, the streetpreacher. A man with a mission: "To convey the message of Jesus". If you want to make an appointment with him, go to the city and look for him because he does not have a phone. "A cellphone? I'm not very good with typing."



Arnol Kox grew up in Bergeijk with his father, mother and five sisters. When he was twelve, the family moved to Veldhoven. Arnol: "I have a very good relationship with my sisters, but they all have their own life. My father has passed on and my mother is 92 years old. She is such a sweet woman and I regularly visit her. I am uncle to five nephews and three nieces. They give me a lots of joy and happiness."

"A friendship blossomed into love."

Love

"My wife Gerry teaches German and I met her in church. After the service we had a cup of coffee together. A friendship blossomed into love. On 2-2-2000 I married her," says Arnol with a beaming face. On this date, forty days after Christmas, the Church celebrates that Mary and Joseph brought the child Jesus to Jerusalem to dedicate it to God.

"When I let Jesus into my life at the age of 17 I began to live."

The meaning of life

Arnol was not a firm believer all his life: "In 1969, at 16, I had a moped accident. I bumped my head against a car and suffered a fractured skull. When my parents arrived at the hospital, I was declared dead. I was even under a white sheet. My parents called in a priest, I was operated, and after a three-week coma I came back to life. Talking, writing and walking, I had to learn it all over again."

During his stay in hospital he thought about the meaning of life: "With my technological understanding and spiritual talents I came to the conclusion that everyone is obliged to believe. Either you believe the truth, or you believe the lie, but there is always one truth. Nobody can prove that there is a God, but you can believe in it." Arnol admits he occasionally had moments of frustration during his stay in hospital and rehabilitation, but "when I met Jesus at the age of 17, I really began to live."

*Text: Lana van Stiphout
Photos: Jolein van Wetten*

Amputation

"My left leg was amputated in 2011 because of a bacterial infection I suffered forty years ago after my moped accident. I've offered only a small piece, Jesus sacrificed his whole body. I occasionally walk on crutches, but thank God for my scooter."

Heart attack

"I fell out of my scooter on the market. That's all I remember. After a week in hospital I was allowed to return home. Many prayers by my wife and family have helped me, a more beautiful liberation I could not have wished for."

Happiness

Not only God makes Arnol happy. Arnol: "I am always happy. Booking a summer holiday in winter offers pre-holiday enjoyment for months." He has seen a lot of the world. He's been to Israel, Norway, Germany, Austria, Spain, France, and Belgium several times. "God brought me to these places."

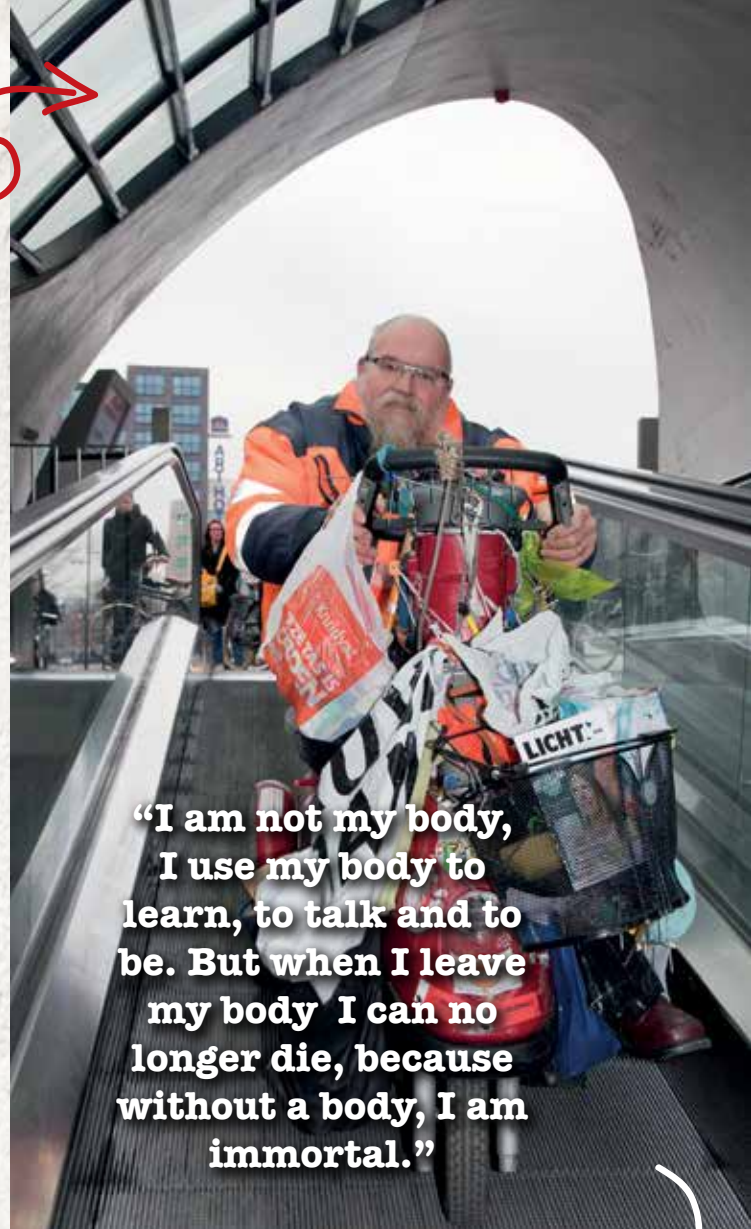
Plastic bags

Another well-known aspect of Arnol are his plastic bags. When asked what's in those bags he says: "I always have bread for the pigeons, a bottle of water, a map of Eindhoven, some newspapers and a few toys. I got this one today, maybe I'll give it away to a child. It is much better to have something with you than leave it at home."

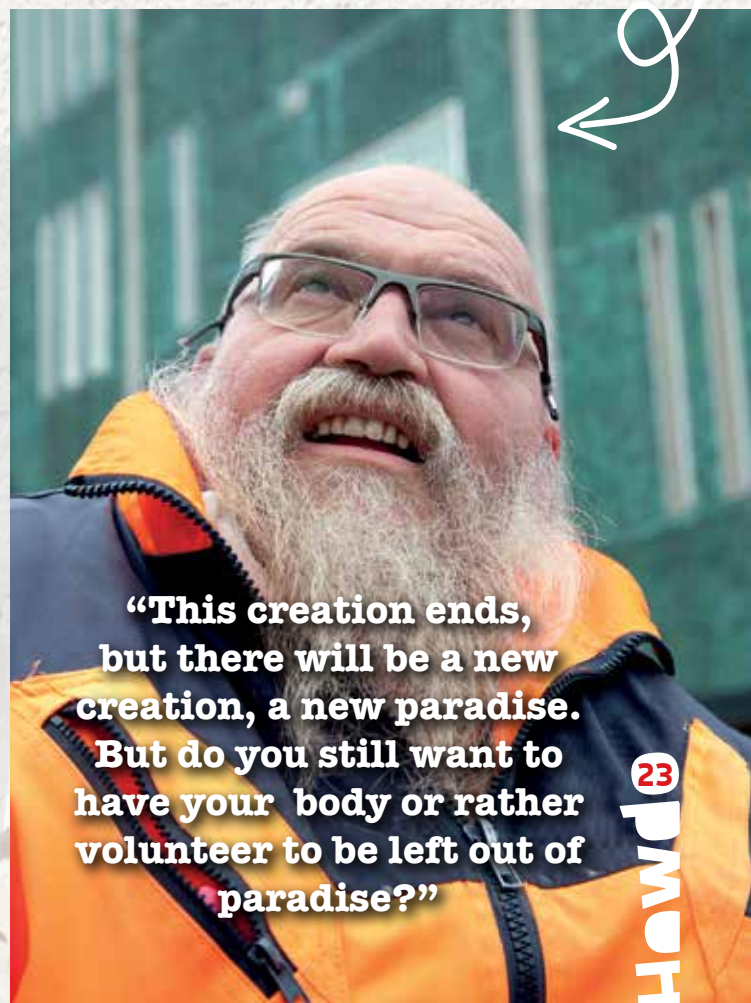
It doesn't matter what people think of Arnol. "I have gradually learned not to judge, I think it's fine what people think. Everyone has freedom of speech. I come into contact with many people and I learn from everyone. Without freedom people can not experience love," Arnol believes.

A prayer for the reporter

At the end of our conversation Arnol asks if I am baptized, which is indeed the case. He asks, and then repeats, my name several times. "Can I give a message of love to you?" Of course he may. He mumbles in the language Glossolalia, a Christian tongue. Then he holds my hand tightly and gives me the message. Afterwards I reflect. I have the freedom to feel, and decide to believe this contemporary philosopher.



**"I am not my body,
I use my body to
learn, to talk and to
be. But when I leave
my body I can no
longer die, because
without a body, I am
immortal."**



**"This creation ends,
but there will be a new
creation, a new paradise.
But do you still want to
have your body or rather
volunteer to be left out of
paradise?"**



Columbus Childcare

Children learn Dutch sooner than their parents can comprehend!

Columbus provides professional childcare to children from 0 to 13 years and is located on the campus of the International School of Eindhoven. Both Dutch and international children are welcome here; whether they are planning to go to ISE or not. We, from Howdo magazine, went to the campus to see what Columbus day care has to offer. We were warmly welcomed by Brigitte Drenthen, the director of Columbus. She showed us what Columbus has to offer.

Parents who want their children to grow up in an international environment have come to the right place. Not only expats in and around Eindhoven, but also Dutch families, want their children to get in touch with different cultures. There is a close partnership with the International school and children at Columbus will get precedence being admitted to the primary school, if parents chose to bring their children there; again, you can also bring your baby/child to Columbus if you decide for another school. Children are stimulated to

discover the world around them enabling them to develop further.

Since in Columbus all communication is in Dutch, international children are learning Dutch very quickly and in an easy way. The child, as young as a baby or a toddler, gets used to the international environment. More importantly, it interacts with other children and adults besides its next of kin.

For Dutch children it is also important to develop themselves in this way. They learn at an early age that there are other cultures; children with different skin colors and backgrounds.

Especially if you as Dutch parents are planning to go abroad with your child, this is an ideal and easy way to introduce your child to different cultures.

Children at Columbus play and learn in a stimulating environment. Everything is focused on discovering and learning. This begins with the establishment. At Columbus, different corners are deliberately created, each with its own function. So there are places where children can truly relax and at the same time there are

active corners that challenge them to explore and play with each other. Brigitte:” The children feel at home, and everyone can find his own place, regardless of age and what they need at that time.” Columbus also offers care to infants in a separate room which is completely transformed into a shelter for the youngest. Brigitte says: “It is nice to see the children develop so fast and you notice that children start feeling more comfortable as they begin to master the language.” For children who are moving from their own culture and language to Dutch it is more difficult and they need more time. Those children will receive extra attention to make them feel more at home.

Are you interested and do you want to know more about Columbus? For a tour, please contact Brigitte Drenthen (06-53332910). For more information please check their website: www.kinderstadinternational.nl



DE WERELDWIJZER

Primary Education

De Wereldwijzer could be translated as the World wiser or pointing at the World. It offers primary education for newcomers and a fluent transformation to the Dutch educational system. All international children in the age of 4 to 12 are welcome. Pupils can apply and start at any given time of the year. They will be able to understand, speak, read and write the Dutch language within 40 to 60 weeks. After that the pupil can enrol in the Dutch system.

For more information please contact:

Mrs. I. van Kemenade, director
Pastoriestraat 88, 5623 AT Eindhoven, Tel: 040-242
7892

WWW.WERELDWIJZEREINDHOVEN.NL

SUNDOWN

25+26+27 juli 2014, Stadhuisplein Eindhoven

Overdag Latin muziek en optredens met o.a. salsa, samba, merengue, bachata, brassbands.

Rond zonsondergang zal de muziek overgaan naar elektronische muziekstijlen door bekende DJ's.



LUCIEN FOORT • D-WAYNE • DANSON BAND • LA FIESTA
DJ SIGI • DJ GALAK • FRANK KVITTA • MIKE DRAMA • BEN BASTION
NENE DASILE • SCEPTICAL C • CAPELLE BRASS • EXTAZZ • K'RIBE
RINCON • BANDA BUMBA AMSTERDAM • ORQUESTA PEGASAYA

Entree kost 10,- per dag of 25,- voor alle dagen

www.sundown-festival.nl

JOSETTE DIJKHUIZEN

Leading lady in Eindhoven
entrepreneurschip



If there's one person in Eindhoven who deserves the spotlight, it's Josette Dijkhuizen. In 2012 she was chosen by the Minister of Foreign Affairs as the Women's Representative at the United Nations. In October 2013, she addressed the UN in New York.

Three months ago she was awarded with the friendship medal by the mayor of Eindhoven. As we now speak, she has just returned from Pakistan. When not travelling the world or receiving awards, she keeps herself busy writing articles and books, lecturing, consulting entrepreneurs, and presenting workshops. Howdo magazine is very pleased that she has found the time in her busy schedule to grant us an interview.

You have just returned from Pakistan. Could you tell us about your experiences there?

"I was invited by the Trade Development Authority of Pakistan to hold a speech at a congress for female entrepreneurship. Having never been in Pakistan before I also took the opportunity to visit a girls' school, Lahore University of Management Sciences, women shelters and female entrepreneurs. I just hoped to contribute something to the lives of the girls and women in Pakistan. Girls believe they've only got one perspective in life: married off to a man they have not chosen. I'll be pleased if just one girl remembers that Dutch woman ten years from now and thinks:

"I learned a lot from her."

The girls and women are very eager to learn. Unfortunately, sixty to seventy percent of Pakistani women are illiterate and only 3% have access to a bank account. Entrepreneurship offers them a chance to go outside, become economically independent and to open a bank account. I believe the situation for the female half is gradually

“HET ENIGE DAT GELIJK BLIJFT, IS VERANDERING”



improving, but it goes with ups and downs. The previous government turned back the clock of time.”

When addressing the United Nations, and during your trip to Pakistan, you focused on the independence of women, their potential for the global economy, and their contribution through (self) employment. You also connected entrepreneurship to violence against women, the UN-theme. Why?

“I am the initiator of ‘Krachtbedrijf’, a program for women from shelters who have the dream to become an entrepreneur. These women have escaped from domestic violence and abuse. I give them workshops and individual coaching in every aspect that is involved in a start-up. But generally speaking, I counsel any starting and experienced entrepreneur whether man or woman, Dutch or foreign.”

What does your consulting involve?

“Often I am on the sideline of an entrepreneur throughout the whole trajectory starting with the business idea to the actual establishment of a business. That process normally takes six to twelve months, depending on the entrepreneur. If necessary, I provide follow-up care because people often need a sparring-partner. Sometimes they’ve only got one concrete question: ‘How can I generate more revenue?’ Judging the feasibility of a business-plan comes down to ratio and intuition. For example, the partner might not support the plan, or is unwilling to take the risk. I know a woman who started a web shop while I had serious doubts. I told her she would miss the interaction with customers. Unfortunately, I was right. The web shop ceased to exist in less than six months. A starting entrepreneur needs to be extremely honest with him- or herself and do extensive market research. I take a look at the plan combined with the person’s entrepreneurial qualities. I often hold a mirror up to his or her face. If you’d like to start a shoe-factory but have never produced a shoe, you need to find somebody who can. You might still be

good at sales, that's your expertise. Stick to what you're best at, and find others to make up for your missing qualities."

Who, in your view, is best equipped to become an entrepreneur?

"At this moment there are 700,000 self-employed people without personnel in The Netherlands. That number is still rising, mainly due to mass redundancies. Men are more likely to become self-employed. Fourteen percent of all men in the workforce are self-employed, whereas for women that's only 6%. There are differences between male and female entrepreneurs. Men for example take greater risks. Women on the other hand are better prepared, have a more stable business, grow at a slower rate, and have fewer business bankruptcies. Female role models are needed to show that entrepreneurship is an option for both men and women and that you may be ambitious. Women often worry that you need a lot of starter's capital to start your own business. You often don't. Another advantage of being self-employed is that it is easier to combine work and private life, such as the household and children, than it would be in most paid jobs."

"Being a business owner can be an interesting option for expats or internationals as well. They bring along a different background and experience. For example, think of the culture, the kitchen, languages, and work ethics. If an expat starts an own business in The Netherlands, he or she builds up an entirely new network. I have understood that many partners of expats often feel lonely, so for them it is definitely something worth considering."

Have you got any tips for starting entrepreneurs?

"My main tip would be: visit my introduction workshop on starting your own business. Basically, it is all not as difficult as it seems. It's easier to find a project than a job. You can also be part-time self-employed, so you don't have to put all your eggs in one basket. There are plenty of opportunities in this city."

For the free (!) workshop on starting your own business, please send an email to Josette Dijkhuizen: info@josettedijkhuizen.nl stating 'expat meeting' in the subject line.

The workshop will take place on May 21, 2014 from 19.30 till 21.30 at Josette Dijkhuizen's office. A maximum of fifteen people can attend the workshop. Invitations are extended on a first come first serve basis. Prior registration is obligatory.

Josette Dijkhuizen

Klokgebouw 210-3, Strijp-S
5617 AC Eindhoven
T: +31 (0)6 - 29 21 54 35





GROUND-BREAKING SUSTAINABLE TECHNOLOGY ROLLS OUT OF EINDHOVEN HIGH-TECH ACCELERATOR

**Eindhoven, The Netherlands,
February 21st 2014**

Against the backdrop of 2014's trending focus on consumer electronics and big data technology, Startupbootcamp HighTechXL accelerator program makes way for life-aiding hardware. An overwhelming concern with social issues has dominated the closing event of the tech hub's first edition, Investor Demo Day. Seven out of the nine teams participating in the mentoring program presented products that aim at improving and optimizing access to quality healthcare and essential resources such as clean water and energy. 50% of the teams have already had investment offers before Demo Day with a total of €10 million.

A special emphasis on clean water and the demand thereof has been placed by the two startups Watly and AquAsZero, who have tackled the issue by developing purification systems based on solar tech and biopowder filter media, respectively. Another startup, Sensus Energy, has created an intelligent chip to optimize performance when solar panels are shaded. Green and efficient energy is also the focus of Green Earth Aerogels, that created the most advanced and environmentally friendly insulation material.

Healthcare has been another topic at the Investor Demo Day. Three of the teams have developed technologies that facilitate medical care accuracy and research. Mint Solutions offer to end bed side medication errors, Prospero an analytical tool needed for disease cure discovery, and Ingeny a revolutionary quick analysis of DNA. The company leaders advocated the crucial impact high-tech innovation could bring to improving people's health and well-being.



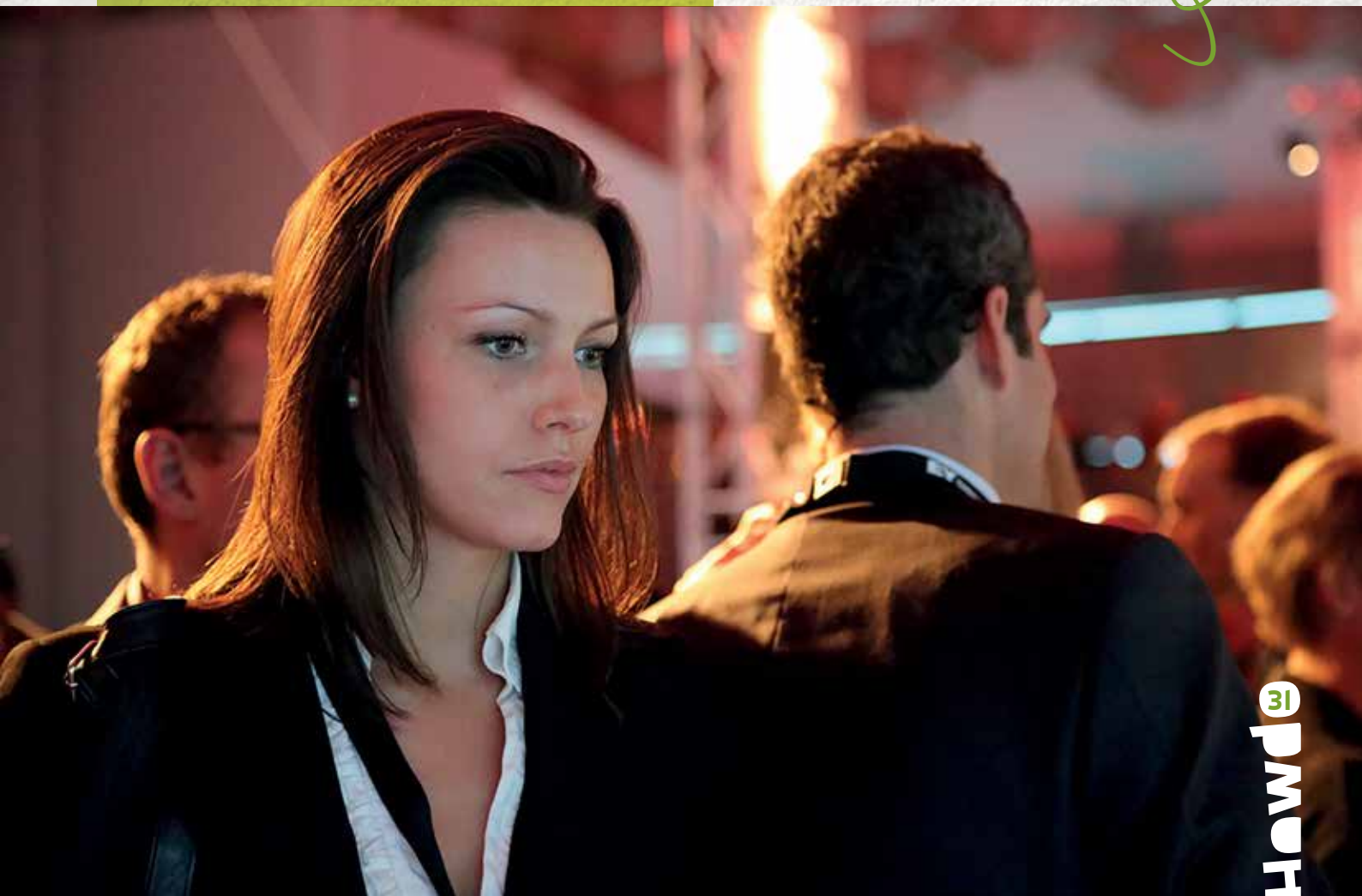
*Evert Fila (SparkPlug)
Martinez (HighTechXL)*

On February 21, the teams were introduced to a large investor audience of 700 venture capitalists and private investors from different countries including India, China, Singapore, Greece and the Netherlands. The emblematic Evoluon building in Eindhoven gathered a potential investment capital worth over 3 billion euros. Special guest of honour was Jan Hommen, the president of the Supervisory Board of the Brabant Development Agency (BOM).

Earlier this week Financial Times placed Eindhoven's investment climate in Europe's top 3. As Eindhoven was already named by Forbes Magazine "the most inventive city in the world" in 2013, and one of the 7 best cities for startups in 2012 by Fortune, it comes as no surprise that the hardware hub is located at the heart of the city's engine – the High Tech Campus. The success of the program results from the great commitment of its founders and partners to supporting the progress of the region, adding value to its high-tech identity. Patrick Gabriëls of EY and co-founder of Startupbootcamp HighTechXL,

stated: "Startups struggle with access to capital, they don't have access to a vast international network and they certainly don't have large departments to support them on finance, marketing, IT and so on. That's exactly why we as DEC and EY started this adventure right here in this region. As EY we believe that we should not only be there for those companies that are already successful but we should also be there to support those companies that are still on their path to success."

Co-founders of the high tech accelerator program are further committing themselves to strengthen Eindhoven's position as high tech capital of Europe. Earlier today HighTech|XL Fund and HighTech XL|Plaza were announced. More information about the program and the teams: www.hightechxl.com





PHILIPS RESEARCH

100 years
of innovative inventions

This year, Philips Research celebrates its 100th anniversary. On 1 January 1914, this research and development (R&D) division of the electronics company Philips had started out under the name Natuurkundig Laboratorium or NatLab for short. Over time, this physics laboratory grew into a major centre of technical competence and innovation. In the early '60s, it moved to what is now the High Tech Campus, located on the south-westerly outskirts of Eindhoven.

Working towards healthier and more sustainable world

In its 100 years of existence, Philips Research has consistently focused on technology-enabled meaningful innovations. It has been responsible for discoveries and standards such as the Rotalix X-ray tube, the high-pressure mercury lamp, the triple-headed dry electric razor, the Compact Cassette, the Brilliance 40 slice CT scanner, the CD, the DVD and the Ambilight TV.

In recent years, the business unit has contributed to inventions such as the AlluraClarity interventional X-ray system that achieves excellent visibility at low X-ray dose levels, the world's most energy-efficient LED lamp and the Sonicare AirFloss tooth flossing device using micro-droplet technology.

Philips Research's current ambition is to make the world healthier and more sustainable through innovation. By doing so, researchers hope to improve the lives of 2 billion people a year by 2015 and 3 billion people a year by 2025.

“Increasingly, we respond to major social problems existing worldwide, in areas such as healthcare and energy saving”

says Eric Drent, senior communications manager at Philips. “In healthcare, there's a wonderful development from creating imaging equipment, in which we've always been very strong, to solutions for minimally-invasive surgical procedures which include smart catheters and systems that combine imaging and navigation tools. In lighting, in which we are world leader, you see an enormous and very rapid transformation from traditional lighting technologies to LED technology. In LED, still a lot of developing is going on – in fields like light output and light color. Very important in this regard is the possibility to connect lighting to the internet, allowing you to control street lighting from just one location. This can be used, for example, to provide a city's nightlife centre with more light from a certain time.”

Broad diversity of internationals at Philips Research

Are there certain disciplines at Philips Research in which internationals are (somewhat) better than domestic people? "We are always looking for top professionals in their discipline, and we do so worldwide and actively," Drent states.

"But you can't say: **'People from this country are better in that.'** However, we do know that for instance Indians are excellent software engineers. But in physics and many other fields, you find experts in lots of countries. In those research areas that are most relevant to us, we try to bring the best people into our ranks."

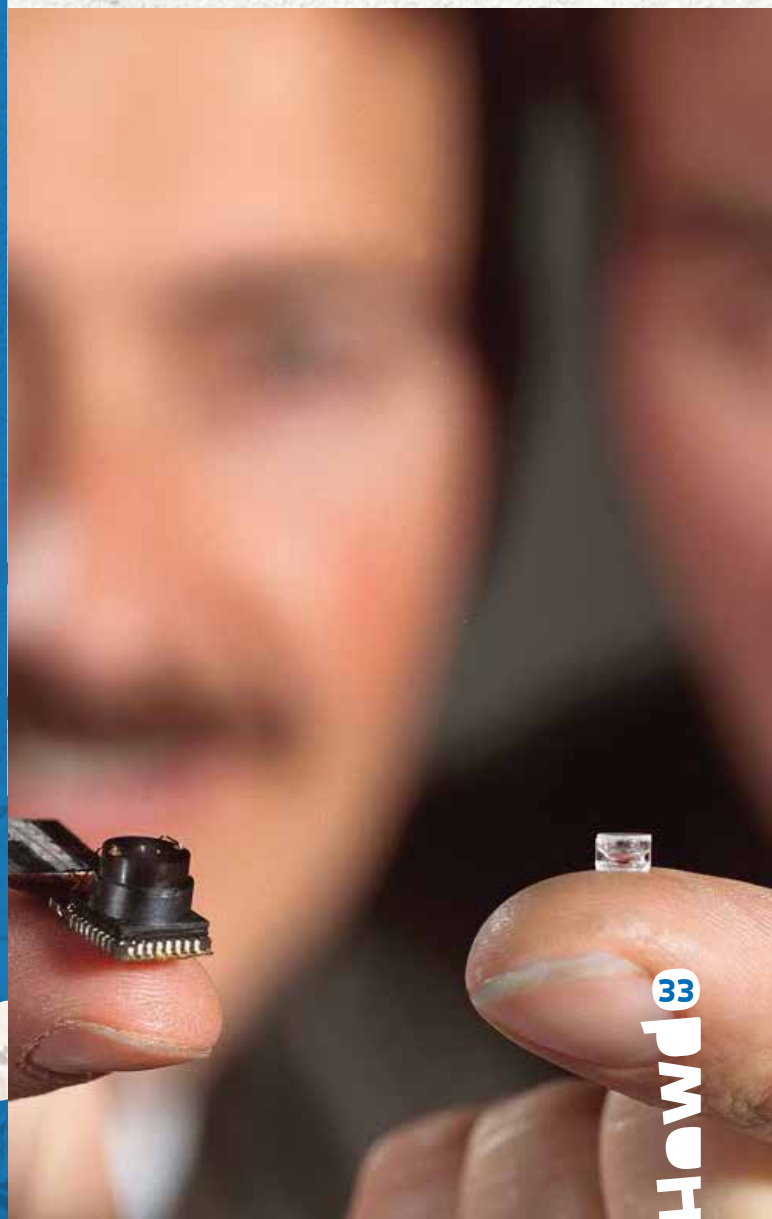
How would Drent say internationals experience the corporate culture at Philips Research? "That of course differs from person to person," he notes, "but we do know that our employees in general experience the working environment as stimulating, motivating and inspiring, and consider the Eindhoven region as a very pleasant place to live, work and recreate. And because English is the operating language in the scientific community, everybody understands each other well, which also helps. Our people literally come from all over the globe: southern Europe, Russia, Brazil... We even have people from as far as South Africa."

Activities around centennial

Among the activities to mark Philips Research's centennial is an iPad tour that will be launched this spring at the Philips museum in Eindhoven. It will take visitors on an interactive voyage of discovery through the many Philips innovations from the past, present and the future. And on view until 26 October 2014 at the Museum Boerhaave in Leiden is the exhibition "100 years of inventions – Made by Philips Research". To tie in with this, the latter museum's director, Dirk van Delft, and Ad Maas wrote the book "Philips Research – 100 years of inventions that matter", which appeared in both a Dutch and English edition.

Biggest Dutch

Philips is a big player in the Brainport Eindhoven Region, but how big exactly? "It's of very great importance to the region," Drent emphasises, "for we are still the biggest private R&D investor in the Netherlands, serving as a major driver of R&D projects. Standing behind every researcher are about ten jobs in the supply industry, so that adds up enormously. The intellectual property that's being developed here is truly tremendous. It's not for nothing that the Brainport Region is the third draught horse of the Dutch economy. After Amsterdam and Rotterdam, Eindhoven is the most powerful region. Most recently, the Financial Times reported that of all European regions where it's good to invest in technology, Eindhoven is ranked third, after London and Helsinki. Thus we set an inspiring example home and abroad!"




LICHTTOREN, EINDHOVEN

Luxurious loft apartment (2008) in the Historical Philips factory in the heart of the centre, with 2 bedrooms, bathroom with whirlpool and private parking.

[HTTP://STOIT.COM/EN/EINDHOVEN/LICHTTOREN](http://stoit.com/en/eindhoven/lichttoren)


BOSPOORT, EERSEL

Detached villa located nearby the centre of Eersel with garage, carport and beautiful garden with total plot of 1200 m², 15 car minutes from the High Tech Campus and ASML.

[HTTP://STOIT.COM/EN/EERSEL/BOSPOORT](http://stoit.com/en/eersel/bospoort)


WINKELCENTRUM WOENSEL, EINDHOVEN

Nice furnished 2-bedroom apartment in sky scraper 'Porthos', with private parking and more than 100 shops at your doorstep.

[HTTP://STOIT.COM/EN/EINDHOVEN/WOENSEL-WINKELCENTRUM-12](http://stoit.com/en/eindhoven/woensel-winkelcentrum-12)


HOFSTRAAT 6, VALKENSWAARD

Beautiful family house from the 30s with many original features such as stained glass and a vestibule. The house is located in a quiet street in the center of Valkenswaard and has 5 bedrooms, large front garden and beautiful backyard with terraces, lawn, pond and a shed.

[HTTP://STOIT.COM/EN/VALKENSWAARD/HOFSTRAAT](http://stoit.com/en/valkenswaard/hofstraat)


DIAMANTRING, EINDHOVEN

Luxurious detached villa located in a good district close to the International School with 3 bedrooms, a study, 2 bathrooms, a secluded garden with a covered terrace and a spacious garage.

[HTTP://STOIT.COM/EN/EINDHOVEN/DIAMANTRING](http://stoit.com/en/eindhoven/diamantring)


ELANDSGANG, EINDHOVEN

Luxurious and tastefully finished detached 'Finnish style' 2004 forest villa of 165 square meters, with spacious living room, spacious garage and beautiful garden around.

[HTTP://STOIT.COM/EN/EINDHOVEN/ELANDSGANG](http://stoit.com/en/eindhoven/elandsgang)



A Home away from Home

Are you a businessperson looking for a short-term rental home or apartment? Are you an expat looking for a detached villa in a child-friendly neighbourhood close to schools and sports facilities? Then we have the right home for you. Stoit Groep distinguishes itself from other rental agencies by thoroughly identifying your needs in advance, selecting properties tailored to your rental preferences and taking the time to offer professional viewings of several potential properties. With years of industry experience, we can help you find the right rental property,

discuss your ideal city or neighbourhood, explain the technical aspects of the building and conduct a thorough inspection. You can use this information to help you select one of our properties, which range from soft-furnished to fully-furnished family homes, apartments and villas.

Once you have found a suitable property, Stoit Groep will take care of the necessary processing. We will draft a reliable contract and conduct an inspection to ensure the property is clean and well maintained, inside and out, so you can move in to your new home worry-free. Once you have settled in, you can request our optional cleaning service or contact our service desk seven days per week in the event of problems or minor repairs.

We make you feel like you are at home.
Find your home on www.Stoit.com
You are welcome to visit our office in the center of Eindhoven: Vestdijk 22, Eindhoven. Or call us at: +31 (0)40 2140660.



 **stoit GROEP**

Agenda

BillyBird Park Hemelrijk

BillyBird Park Hemelrijk is in- and outdoor fun for children and adults. It has a huge indoor playground, large beach pool and all sorts of exciting attractions.

The huge indoor playground is all about pirates. There is also an indoor children's fairground and the cozy puppet theater.

In good weather, the large beach pool area is the place to cycle on pedal boats, swim or sunbathe. There are also exciting attractions, such as a high-speed rollercoaster, a vast survival area and a traffic playground.

Opening times 2014

Please check their website for more information and opening hours and the price: www.billybird.nl/

Address:

BillyBird Park Hemelrijk
Zeelandsedijk 34-A
5408 SM Volkel
Telephone: 0413-277000



Streekmuseum De Acht Zaligheden

The cultural history museum 'The Eight Beatitudes' is set in an old long farmhouse, which was rebuilt in 1910. The museum will introduce you to the history of the Kempen between 1850 and 1950. The living area is decorated as was usual in the thirties.



The museum houses a collection of Brabant textiles. A Cartwright, clog workshop, agricultural tools and the household department provide a picture of how it was. There is also a herb garden, and visitors can practice ancient folk games such as bracing and bowling. The museum also organizes various tours through the Kempen.

Opening hours:

The museum is open from Monday to Friday from 10.00 to 17.00
Saturday and Sunday it is open from 13.00 to 17.00

On first day of Christmas and New Year the museum is closed

**Price**

Adults: € 2,50

Children up to 14 years old are free of charge

Address:

Streekmuseum De Acht Zaligheden

Kapelweg 2

5521 JJ Eersel

Telephone: 0497-515649

Jukeboxenmuseum

In the Jukebox Museum you experience the atmosphere of the fifties and sixties from the last century. Here you'll dive back in time. The museum has old furniture, vending machines, gas pumps, refrigerators, and more than 150 jukeboxes.

The museum began with the collection of Christ Boelens. He can tell you all about different models and techniques. The museum is located on the beautiful grounds of Den Hulst in St. Oedenrode.

**Opening hours:**

Saturday from 13.00 to 16.00

You can also make an appointment for other days during the week. For more information please check their website: www.jukeboxen.nl/

Jukeboxenmuseum

Hulst 10

5492 SB St Oedenrode

Telephone: 0413-476666

Museum Bevrijdende Vleugels

The Liberation museum Wings of Liberation in Best is located on the road between Best and Son. The location of the museum has historical significance. On September 17, 1944 U.S. paratroopers of the 101st Airborne Division landed here as part of Operation Market Garden.

In several halls the occupation, oppression and ultimate liberation, particularly in the Netherlands, are exposed in detail. This is done by 3D movie, vehicles, displays and photographs. Young people can fly in a simulator of a Dakota cockpit on special days. For more information about the entry prices and opening hours, please check their website: www.wingsofliberation.nl/

Special rates are offered to groups.

Visiting information

Museum Bevrijdende Vleugels

Sonseweg 39

5681 BH Best

Telephone: 0499-329722

RainBow Run 040

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colourful 5K
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JUNE
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Let's beat ALS and join us in this
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King's day or Queen's day

This year the Netherlands will celebrate the birthday of king Willem Alexander on the 26th of April. His real birth day is on the 27th but for some reason the Dutch Royal Family never celebrates its birthdays on Sundays. This is the first time the Netherlands has had a king since 1890. From 1890 to 2013, the day was known as Koninginnedag or Queen's day. The first Queen's day was on 31st of August 1885 and it was the birthday of queen Wilhelmina. In 1948, Queen's day moved to the 30th of April, which was queen Juliana's birthday. Her daughter Beatrix chose to continue celebrating Queen's day on her mother's birthday and not her own. Beatrix's birthday is on the 31st of January and therefore not very suitable for outdoor celebrations. Last year on the 30th of April queen Beatrix announced that she will be abdicating the throne in favor of her son, Willem-Alexander, and since then, Willem Alexander has been king and his wife Máxima queen.

Text: Maryam Afroozeh

The Vrijmarkt

(Flea Market or Secondhand Market)

The secondhand Market on King's day is a chance to everyone to buy or sell secondhand goods in the streets. In the secondhand market you will find items from toys and T-shirts to furniture or large electrical appliances in the street. Even children have their stands and sell their old toys at the Vrijmarkt. The biggest flea market is to be found at the Mathildelaan, next to the PSV stadium. The flea market starts at 9 a.m. and ends at 5 p.m. Every individual, young and old, is welcome to come buy or sell second hand goods! Besides that, you are able to enjoy the atmosphere with live music and DJ's. There are plenty more activities taking place across the city for the young including: face-painting, games and sports events. You can buy foods, snacks and drinks throughout town. You can also take your own beer from home and walk with the crowd in the streets and share your happiness with other people. With a little sun, an enjoyable carnival atmosphere fills the streets but if it rains, the markets are transferred to school halls or community centers. Queen's day was greatly celebrated in Eindhoven for years and from this year the great King's day will continue. Dress in orange and get ready for a wonderful party!



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About the Effenaar

If you never heard about the Effenaar, don't be ashamed. However, if you like music, partying, dancing and tasty restaurants, you might want to get to know Effenaar a little bit better. Read all about pop/rock concerts, dance nights and more on the Effenaar website: www.effenaar.nl. To finish, a short history of the venue; Since 1971 bands like Stromae, Gotye, The Ramones, The Cure, Joy Division, Red Hot Chili Peppers, R.E.M., Queens of the Stone Age en Lil Wayne all played the Effenaar!

Friday 25th of Apr

Koningsnacht: o.a. Chef'Special + Superstijl + Jungle by Night + By The Rivers

Party / dance / funk / hits / kings night

Main hall + small hall

You know who King Willem-Alexander is right? To celebrate our king, the Effenaar is hosting the party of the year on Kings Night (Koningsnacht). We welcome back the coolest band of the Netherlands right now: Chef'Special for a very funky show with all their delicious radio hits. After the show, the dj's from Superstijl will take over the main hall with all the best songs in every genre you can think of. The small room will explode with the best funk and dance with the ultra-cool live acts Jungle by Night en By The Rivers. More info, check: www.effenaar.nl

Tuesday 20th of May

Michael Franti & Spearhead

Roots / reggae / pop

Main hall

Bob Marley, Marvin Gaye, Bono, Chuck D, Michael Franti! This man is a true legend. He reinvents himself with every new album he produces, now delving deep into the world of dance music with 'All People'. He played all the festivals and all the cool clubs and he played them more than a few times! We welcome him and his band Spearhead back with open arms for a wonderful evening in our main hall. More info: www.effenaar.nl



PIETERPAD VENLO

A walk through Dutch history



The Pieterpad is considered to be the most famous and the longest hiking trail in the Netherlands. Hikers can enjoy this lengthy path (492 km) that starts up north in the coastal village of Pieterburen (near Groningen), and takes them to the mountain of Sint Pieter near Maastricht. The route passes through the most diverse landscapes in the country and it maintained by NIVON organization.

Tilburg resident Toos Goorhuis-Tjalsma and her Groningen friend Bertje Jens officially opened the path in 1983. Toos and Bertje were both experienced hikers who walked internationally and wished to design a long-distance footpath in the Netherlands. The concept was simple: to connect the north and the south by the power of nature. Their contribution has earned them a tribute bronze plaque monument in 2006.

Needless to say, the route is recognized all over Europe. Therefore, it has been marked with the international red and white signs, which shows the long-distance footpaths (LAW) in Europe.

Indeed, this route has become one of the most popular walking paths in the country.

That's mainly due to the possibility to walk in both directions. The path is designed in such a way that after each leg of about 20 km, walkers can find a village with accommodation and public transportation. Most hikers will walk a few days to complete this natural, but well managed, path.



Text en photos: Bobby Born

The official book of the Pieterpad has divided the route into two sections: The north and the south. The southern part (Vorder-Maastricht) is quite close to the city of Eindhoven. After a thirty-minute train ride - to the central station of Venlo - explorers can begin part of their journey into the world of Pieterpad.

This part of the route is particularly interesting, as the path crosses the border with Germany. The 'Venlo and Swalmen' section of the path demonstrates the line of the past boundaries, not only by the presence of rusty fences, but also by the different landscapes. The Dutch side of the path is mainly agricultural, which is quite extraordinary to see. Yet, the German side is filled with trees, creating a beautiful forest and national park. Explorers can even spot a few bunkers that are preserved from the Second World War.

The attractive aspect of this route is that explorers can observe the changes in the Dutch landscape very closely. Furthermore, walkers get to see the real difference between land, architecture and culture. The path also leads walkers to a few historical summer residences for the aristocratic, traditional Dutch farms, ancient churches, and Roman and Second World War remains.

Walking through this pad isn't difficult. Since the Pieterpad is mostly flat, the route can also be cycled. The route is somewhat easy to navigate. There are maps that mark every field, barn and canal. On the other hand, there are villages every few kilometers with many cheerful cafes. The Pieterpad narrates the history of the Netherlands and gives explorers a real Dutch experience.

Check the official website of Pieterpad, www.pieterpad.nl, to find out more about the route and its 26 daily stages, cafes, hostels and so on. In addition there is also a brief explanation of the cities and its cultural attractions along the path.

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