

UTRECHT
Holland Knowledge Inc

2010MME42 bijlage 1



Draft Program
VIP DAYS SHANGHAI WORLD EXPO 2010 POWERED BY

Province of Utrecht & Municipality of Utrecht

(The Netherlands)



provincie :: Utrecht



Gemeente Utrecht

UTRECHT
Holland Knowledge Inc

The Province and Municipality of Utrecht present

"Holland Knowledge Inc."

When: World Expo Shanghai from May 23 till May 30, 2010

Where: VIP lounge of the Holland Pavilion

What: Network meetings & inspiring demonstrations

of

Innovative cooperative projects between Holland and China

Shared knowledge and passion for Dutch – Chinese cooperation

Giving access to an international network of Dutch and Chinese
companies, research and knowledge institutes

Result: "Holland Knowledge Inc. 2010 Award"



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Holland Knowledge Inc

Sunday 23 May – National Alumni Day
Hosted by Utrecht University; President Y.C.M.T. van Rooy LL.M.

Morning Program

11.30 - 12.00

Opening

Opening speech by:

Y.C.M.T van Rooy LL.M.

President of the Fudan University

12:00 - 14.00

VIP Lunch

Guided tour of the Dutch pavilion/drinks on pavilion terrace

Afternoon Program

14.00 - 16.00

Intercultural Training

Prof. H. Ebbers - Nyenrode Europe China Institute

Strategic real time actual TNT case

Evening Program

16.00 - 18.30

Networking, Buffet, Drinks and Music

Chinese Alumni can network with Dutch and Chinese companies for e.g. job opportunities.

20.00

Cultural Program at the Dutch Culture Centre

Ode to Utrecht: Holland Baroque Society and C-Mon & Kypski. Tickets are available for all participants, see page11



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UTRECHT

Holland Knowledge Inc

Monday 24 May – Opening Day

Chairman: G.A. Wittich Msc. - Director of NFIA China
Hosted by Municipality and Province of Utrecht and Utrecht University

Morning Program

Official Opening Holland Knowledge Inc

11.30 - 12.00

R.C. Robbertsen - Queen's Commissioner Utrecht

A. Wolfsen LL.M. - Mayor of Utrecht

Zhenghuan Song - CEO of Goodbaby Group

12:00 - 14:00

VIP Lunch

Guided tour of the Dutch pavilion/drinks on pavilion terrace

Afternoon Program

Meet & Greet with Chinese and Dutch Universities

14.00 - 17.00

Opening by Y.C.M.T van Rooy LL.M.

Royal Netherlands Academy of Arts and Sciences

Chinese Academy of Sciences

Evening Program

VIP Dinner

17.00 - 20.00



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Gemeente Utrecht

UTRECHT

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Tuesday 25 May – Gaming

Hosted by Municipality and Province of Utrecht

Chairman: Seth van der Meer – Dutch Festival of Games Foundation (NLGD)

Morning Program

11.00 - 13.30

Opening and brunch

Opening ceremony by:

R.C. Robbertsen - Queen's Commissioner Utrecht

A. Wolfsen LL.M. - Mayor of Utrecht

M. van der Chijs Msc. – CEO Spil Games Asia

T. Bosma Msc. – Founder Tribeplay

13:30 - 14:30

Guided tour of the Dutch pavilion/drinks on pavilion terrace

Afternoon Program

14.30 - 18.00

Gaming Related Presentations

Creating Multimedia IP/Concepts

J. Elferich – CEO Ex Machina

Ranj Serious Games

M. Vlaar Ba. – Founder

MMO life

Reinout ten Brake

Evening Program

18.00 - 19.00

Networking, Buffet and Drinks

20.00

Cultural Program at the Dutch Culture Centre

Utrecht at the Opera; Tickets are available for all participants, see page 11

UTRECHT

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Wednesday 26 May – Gaming

Hosted by Municipality and Province of Utrecht
Chairman: Seth van der Meer – Dutch Festival of Games Foundation (NLGD)

Morning Program

Opening

11.00 - 12.00

Opening ceremony by Seth van der Meer

Afternoon Program

Games on Display (lunch included)

12.00 - 14.00

Sharkworld	Star Defense
Ex Machina	Hollandia
Overlord	Swords & Soldiers

14.00 - 17.15

Matchmaking session

Evening Program

Networking, Buffet and Drinks

17.00 - 19.00

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Thursday 27 May – Cradle to Cradle Day
Hosted by Municipality and Province of Utrecht
Chairman: D.J.J. Joustra – Cradle to Cradle (C2C) Expert Senter Novem

Morning Program

11.00 - 12.00

Opening Cradle to Cradle

Opening speech by Prof. H.H.F. Wijffels (to be confirmed)

Prof. M. Braungart Co-founder C2C Concept

S. Kranendijk – CEO Desso

12:00 - 14:00

VIP Lunch

Guided tour of the Dutch pavilion/drinks on pavilion terrace

Afternoon Program

14.00 - 16.00

Chinese and Dutch Cooperation in C2C

Project presentations and Panel Discussion:

Goodbaby Group – Turnkey Design

Philips (To be confirmed)

Welldesign

Desso

Almere Centre for Sustainability

Evening Program

17.00 - 20.00

VIP Dinner

(Election Winner of the Day)

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Friday 28 May – Sustainable Building – Urban Planning

Hosted by Dutch Sustainable Pioneers

Chairman: Prof. T. Venhoeven - Official Dutch Government Infrastructure Advisor

Morning Program

10.00 - 12.00

Opening Sustainable Building

Opening speech by Prof. T. Venhoeven

Key note speaker

Project Presentations and Panel Discussion:

Zero Energy Buildings by Tebodin, KOW

Sustainability by design and re-usage by DSBP and KOW

Location specific sustainable design by Royal Haskoning

Happy Healthy School by Graduate School Utrecht and

DHV China

Panel Members: NGO: JUCCCE; Tongji University;

Caohejing/ Capital Land

12:00 - 13:00

VIP Lunch (Election winner morning program)

Afternoon Program

15.00 - 17.00

Opening Urban Planning

Opening of the afternoon program by Prof. T. Venhoeven

Key note speaker

Project Presentations and Panel Discussion:

Government Influence on Urban Planning by DHV

Master Planning by DHV, DSBP, KOW

Infrastructure by DHV, RH, Tebodin, KEMA, DSBP

Mapping table and Climate Adaptation Lab Rijnburg.

University of Applied Sciences Utrecht

Evening Program

17.00 - 20.00

Networking and Official Dinner

(Election Winner of the Day)

UTRECHT

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Saturday 29 May – Sustainable Energy and Materials

Hosted by the Dutch Sustainable Pioneers

Chairman: Prof. T. Venhoeven - Official Dutch Government Infrastructure Advisor

Morning Program

Opening Sustainable Energy

Opening speech by Prof. T. Venhoeven

Key note speaker

10.00 - 12.00

Project Presentations and Panel Discussion:

Energy Building Environment

Energy Generation by Tebodin

Providing Centralized Energy by KEMA

Energy Efficiency in a Built Environment by Royal Haskoning

Sustainable Energy Application during the Expo

Biomass production Inner Mongolia by Spring Associates

Windmill Park by University of Applied Sciences Utrecht,

Goldwind, Ecofys, and Beijing University of Technology

Floating Energy Producing Arc by Trefoil

12:00 - 13:00

VIP Lunch (Election winner morning program)

Afternoon Program

Opening Sustainable Materials

Opening ceremony by Prof. T. Venhoeven

Key note speaker

15.00 - 17.00

Topic presentations and Panel Discussion:

Reduce: Energy efficient lamps by Philips China

Re-use: Building shield by Hunter Douglas

Recycle: Re-use and System Integration by DHV, KOW

Thin Film Solar Cell by Prof. Schropp University Utrecht

Sustainable Building Materials by IVAM

Smart Glass Providing Solar Energy by Peer +

Evening Program

Networking and Official Dinner

(Election Winner of the Day)

17.00 - 20.00



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UTRECHT

DRAFT Holland Knowledge Inc

Sunday 30 May – Closing Day and Official Award Ceremony
Hosted by Municipality and Province of Utrecht

Morning Program

11.00 - 12.00

VIP Piano Concert

Yingdi Sun including works by Chopin and Liszt

Winner of the 8th Liszt Competition 2005 of Utrecht

12:00 - 13.00

VIP Brunch

Official Ceremony Holland Knowledge Inc Award 2010

F. de Gelder – Alderman Utrecht

R. van Lunteren – Vice Governor Utrecht



UTRECHT

Holland Knowledge Inc

Utrecht Culture Days, May 23-25 2010

On Sunday 23 May and Tuesday 25 May cultural Utrecht will present itself in the Dutch Culture Centre (DCC) with a varied and top notch program exclusively put together for the Shanghai Expo. Overall focus will be on creative top talent working closely together.

A wide array of artists will unite forces and present their cultural city in a joint program, a mix of pop and classical music, poetry, new media and technology.

Participants include Utrecht 's best and most promising acts and institutions, including the dashing Holland Baroque Society, the cheerful National Museum from Musical Clock to Street Organ, the prestigious International Franz Liszt Piano Competition, and Utrecht's evocative poet Ruben van Gogh.

The eclectic visionary pop band C-Mon & Kypski will round it all up by bringing all artists together for one big dazzling concert experience.

The Utrecht Culture Days are set up in close collaboration with both the Utrecht University as well as the Utrecht School of the Arts, presenting Utrecht as a City of Knowledge & Culture, well on its way to become European Capital of Culture in 2018.

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For information about the draft program please contact the organising companies:



International Top Talent

E: shanghai@internationaltoptalent.com

Knowledge Days (23, 24 and 27-30 May)

NLGD

E: david@nlgd.nl

Gaming Days (25, 26 May)

For general information about the world expo see:

www.holland-expo2010.nl



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