



Utrecht: congress city with green, healthy and smart innovations

Utrecht Convention Bureau works on the profiling of the Utrecht region as ideal congress destination. The knowledge city itself and its region offer the necessary facilities and inspiring, meaningful starting points for knowledge events.

For several years now, Utrecht has been profiling itself as the congress city where green, healthy and smart innovations take place. “The theme Healthy Urban Living comprises everything that has to do with living together long, healthy, vital, social and independent, in a clean, safe, nice, sustainable and economically thriving city”, says Monique André de la Porte, account manager at Utrecht Convention Bureau. “A good example is the Princess Máxima Center for paediatric oncology, where the focus is on the integral approach to children’s cancer”, Business Researcher Liza Verkroost adds. “At this location all clinical care, all clinical-scientific research and training courses present in the Netherlands is concentrated, and that makes it the third largest centre for paediatric oncology worldwi-

In 2018, among other events, the following international congresses take place:

- International Research Society on Spinal Deformities (IRSSD). June 14th-16th, at the University Hall Utrecht.
- VIV Europe 2018, World Expo of animal protein businesses from feed to food. June 20th-22th, at Jaarbeurs
- XXXVIII Sunbelt Conference. June 26 to July 1, at the Dom Square
- Fourteenth International Symposium on Human Chlamydial Infections (ISHCI). July 1st- 6th, Woudschoten in Zeist
- 6th European Veterinary Immunology Workshop (EVIW). September 5th-7th, Spoorwegmuseum.

de. On June 5 the new location next to the Wilhelmina Children’s Hospital will be opened. A bridge between both locations provides the Princess Máxima Center with a convenient way of using the hospital’s facili-



ties like children’s intensive care and the paediatric operating room complex.” An other important player is the Hubrecht Institute which focuses on developmental biology and stemcell research. Here, basic research is done on innovative treatment methodes for cancer, diabetes and cardiovascular diseases. The Hubrecht Institute as well as the Princess Máxima Center are located at the Utrecht Science Park which, with over 100 companies and institutions, is the largest Science Park in the Netherlands. Here, research and development

departments of companies work closely together with researchers of knowledge institutions in order to come to innovations in the area of healthier and sustainable living.

SUSTAINABLE INITIATIVES

The Utrecht region is also in the vanguard of sustainable initiatives. Lately, for instance, much has been happening in the area behind the railway station and near the Jaarbeurs event complex. In March of this year, the first power-

Utrecht Region Pass

To make travelling to and in the Utrecht region more convenient, the Utrecht Region Pass was introduced recently. “This multifunctional pass for public transport enables the international business traveller to explore Utrecht and the rest of the Netherlands in a sustainable manner. Besides that it can be used to pay the entrance fee of a number of regional attractions”, Verkroost explains. “The pass can be ordered online, picked up at Schiphol Airport and the travelling can start. The big advantage is that you pay only for the rides you take and the attractions you visit. The pass is linked to your creditcard. As soon as you are on the plane back home you can in fact already draw up and submit a statement of expenses of your creditcard. With the Utrecht Region Pass it is easier to organize your congress in the Utrecht region – and get to know the region.”

pack in the Netherlands was placed there. This mega-battery is linked to 200 solar panels and 20 charging points for electric cars and has a capacity of nearly 1 MWh. With this mega-battery and other initiatives, Utrecht wants to disconnect all houses from natural gas facilities and





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About Utrecht Convention Bureau

Anyone who is planning to organize a knowledge event in and around Utrecht can count on the support of Utrecht Convention Bureau, which offers free of charge, independent and expert advice on the possibilities for congresses and social program options in Utrecht. Initiatives like Hotel Service Utrecht, a free online reservation service via which congress and event participants can easily and safely make reservations and pay for their hotel rooms, also make it easy to organize international meetings. Besides, from Schiphol Amsterdam Airport the city of Utrecht can be reached within half an hour by train or car, and price-wise the region has very favorable rates compared to many other European cities.

make all cars emission-free. An other sustainable initiative is The Green House, a circular pavillion functioning as a restaurant, meeting venue and meeting place. Verkroost: "In the construction, cladding was used that came from the former Knoop army barracks that lie next to the complex. Many interior elements of The Green House are placed on loan or supplied relating to use. The pavillion can be completely disassembled and will get a new use at an other location after fifteen years."

André de la Porte mentions as second example: "Something we are very much looking forward to is the arrival of the travelling exhibition Climate Planet on the Jaarbeursplein. Starting late this year in a large globe of 20 by 24 meter a film is presented showing the present state of the earth and the historic development of the climate. In the Globe events and meetings on the 'Global Goals' will also be taking place, an initiative of the UN for global sustainable development goals."

CONGRESSES IN THE REGIO

In the city of Utrecht more than enough locations can be found with a joint capacity of 2,000 hotel rooms. The province of the same name can supply another 2,000 rooms plus an extension of the wide choice of accommodations. André de la Porte: "Most of the organizers of inter-



national congresses prefer the compact city centre of Utrecht. But we notice that our partners in the natural wooded area of the Utrechtse Heuvelrug and in the somewhat smaller city of Amersfoort are more and more in demand. Some parties actually prefer a quiet, green environment. Guests who have used a location in the region are pleasantly surprised and like to come back. Besides, they also offer options for social programs in which you can combine the hustle and bustle of the city with the quiet of the nature in one

program. In the end it is all about sharing knowledge and networking, and this can be done in the city centre as well as in a rural setting."

Curious about the possibilities in the Utrecht region? More information can be found at www.utrechtconventionbureau.com. Or obtain information more personally at the Holland stand (E100) during IMEX 2018.