



# Southern pearl waiting to be discovered

**The province of Brabant in the south of the Netherlands offers extensive ranges of open country, but also cities where history, industrial activity and innovation abound. Meeting Magazine lists a number of reasons why this province justifies more visits, now and in the (near) future.**

**I**n the Netherlands the province of Brabant is known as the region where life is enjoyed and hospitality is king. This is proved by, for instance, the historic provincial capital Den Bosch. Here you can make a cruise on the Binnendieze river or participate in a guided tour during which you can learn all about the many

historical features, after which you can relax in one of the many restaurants while enjoying local culinary specialties. One of these is the so-called 'Bossche Bol', a round puff filled with whipped cream and covered in dark chocolate. Later this year, a food hall will be opened where apart from getting the daily groceries, fresh products and luxury products, the customer can also visit one of the coffee shops, lunchrooms or the restaurant.

One of the must-see objects is the Jheronimus Bosch Art Center, located in the former Saint Jacobs church. In this museum replicas of paintings by the religious artist Jheronimus Bosch are shown, who from 1450 until 1516 lived and had his workshop at the Markt (market place) in Den Bosch. 2016 will see a special manifestation including various events as well as an oeuvre exhibition for which several panels from various international museums will be on loan. Apart from that, thorough scientific research is performed on the complete works of Bosch, this has even led to the discovery in a private collection of a so far unknown drawing which is now attributed to the painter.

### HIGH-TECH AND DESIGN

To the south-east of the city of Den Bosch lies Eindhoven, the fifth largest city of the Netherlands. Eindhoven is the cradle of Philips, the Dutch electronics concern which in 1891 started as a factory where lightbulbs were produced, but grew into an innovative multinational specialised in lighting products, consumer electronics and medical apparatus. Thanks to the presence of the Technische Universiteit Eindhoven, this city yields many innovative high-tech developments. Strijp-S, the former industrial zone of Philips, now accommodates various office buildings, artists' workshops, exhibition spaces and other cultural initiatives, and offers room for several creative companies and concepts. An other interesting field is the focus on design and industrial design. Many well-known Dutch designers, for instance Piet Hein Eek and Hella Jongerius, got their degree at the Design Academy Eindhoven. Design is also the central theme during the annual Light festival GLOW, which takes place in November. Various artists will decorate the inner city of the 'Lichtstad' (City of Light, Eindhoven's aka) with a variety of artistic light objects that can be admired by walking a special route.

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### RETAIL AND LOGISTICS

An other region with a specific profile is Veghel, where retail and logistics are the main industries. This region has an excellent infrastructure, which attracted a large number of national market leaders and multinationals, such as Kuehne + Nagel, DHL, FrieslandCampina and Mars Incorporated. The city of Veghel itself is part of the region North-east Brabant, which has the ambition to become the Netherlands' Agrifood Capital in 2020. In order to achieve this goal, entrepreneurs, governments and educational institutions collaborate in concrete projects and programmes. Especially the spear-heads Agrifood and Hightech are



### VINCENT VAN GOGH IS ALSO IN NOORD-BRABANT

To commemorate that 125 years ago, Vincent van Gogh died, the year 2015 was pronounced the Van Gogh Year 2015. This is an initiative of the founding partners of the Stichting Van Gogh Europe: Van Gogh Brabant, the Van Gogh Museum, the Kröller-Müller Museum and Mons 2015. In collaboration with the partners at the Van Gogh locations in Belgium and France they compiled a varied cultural programme to commemorate Vincent van Gogh in 2015. As Brabant is where Vincent van Gogh's cradle stood, throughout the year various activities will be organised at the Van Gogh heritage locations Zundert (Vincent van GoghHuis), Etten-Leur (Van Gogh Informatiecentrum De Kostenerswoning), Tilburg (Vincents Tekenlokaal), Nuenen (Van Gogh Village Nuenen) and Den Bosch (Het Noordbrabants Museum). The latter location is the only museum in Brabant exhibiting original works of art by Vincent van Gogh, including the farmers' wives from De Aardappeleters (the Potato Eaters), the vicarage of this father and the unspoiled Brabant landscape. [www.vangoghbrabant.com](http://www.vangoghbrabant.com)



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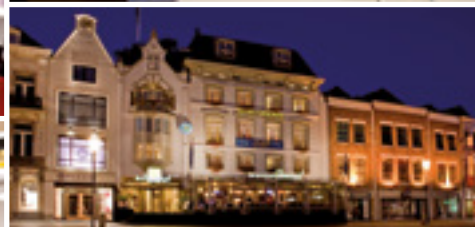
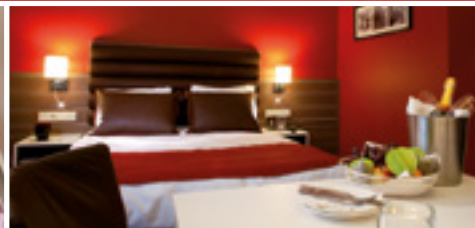
1931 is a national historic landmark that once housed the biggest indoor cattle market in the Netherlands, today it serves as an advanced and state-of-the-art convention center. The capacity of the convention center can be easily enlarged by incorporating the adjacent Brabanthallen 's-Hertogenbosch complex, resulting in a combined space of 44.000m<sup>2</sup>!

[www.1931.nl](http://www.1931.nl)

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### CENTRAL LOCATION

The province of Brabant has a central location in the Benelux countries and is close to the German border. The province has an excellent network of various highways, providing, for instance, a fast link to the city of Amsterdam. From Amsterdam Schiphol Airport there is a fast railway connection to the city of Breda. Thalys and ICE provide fast access by rail from the neighbouring countries. At Eindhoven Airport direct flights from various European cities land, as well as from Egypt, Morocco, Turkey and the Canary Islands. In 2020, the airport can more easily be reached by new exits and roads connecting to the city itself, the region, the highways and the Brainport Industries Campus (BIC). The airports of Rotterdam/The Hagues, Amsterdam Schiphol, Zaventem, Düsseldorf and Weeze are all at less than 90 minutes by car.



very interesting subjects for the organisation of (international) congresses in Brabant. Knowledge transfer can also be stimulated by means of company visits or expert speakers.

### REMARKABLE LOCATIONS

The province has an enormous variety of venues and accommodations for the organisation of corporate meetings. From country mansions in a wonderful green environment to industrial or modern locations in city centers. Apart from that Brabant boasts many remarkable venues for events or private dinners, for instance a castle, church, wood cabin or a museum where you are surrounded by an exclusive collection of oldtimer cars.

The variation of extended nature reserves with urban areas makes for many excellent combinations of a social programme

and a corporate meeting. Such as a visit to the Dutch Design Week, GLOW or the De Efteling theme park. Here, in the largest theme park of the Netherlands, the focus lies on fairy-tales. These are expressed in the authentic Sprookjesbos (Fairy-tales forest) as well as in the many modern rollercoasters.

Many travellers and visitors have yet to discover the province of Brabant, but are pleasantly surprised after a stay. You will not find any tourist shops in Brabant, which makes you feel very much amongst locals. Because the province is relatively small, the unique locations are within easy reach. What is more: the price-quality ratio of the venues is very favourable compared to the Randstad region, the big cities in the west of the country. The Convention Bureau Brabant will be happy to tell you all about the many possibilities on offer in this province.

### ABOUT CONVENTION BUREAU BRABANT

The Convention Bureau Brabant has many partners that can perfectly take care of the organisation of a congress or other corporate meeting. Partners include accommodations (mainly four-star hotels), venues (exchange buildings, churches, castles, country mansions, museums, industrial locations) and suppliers like catering companies, as well as DMCs. Apart from that the bureau is well represented in various high-grade networks which enables it to realise knowledge transfer, and can give meaning and content to corporate meetings.

[www.conventionbureau brabant.nl/eng](http://www.conventionbureau brabant.nl/eng)