



Statues garden in the Kröller-Müller Museum in Otterlo (municipality of Ede). Apart from the dedicated Van Gogh Museum, this museum has the largest collection of Van Gogh paintings in its possession. The location is also extremely suitable for the organization of business meetings.

FoodValley

The knowledge center of the agrofood sector

For 10 years now, the area around the city of Wageningen has been designated as FoodValley: the knowledge center of the agrofood sector in the Netherlands. Actually, worldwide this is better known than here in our own country: the Dutch know-how and knowledge on the production, storage, logistics and trade of food is top notch. Wageningen University and Research is the best known institution. From all over the world, people come here to study and do research. And after some years, they return to their land of origin to enhance and reinforce the food chain there.

In 2011, eight municipalities have drawn up a common ambition: to develop the region into an area with one focus: collaborating in innovation in the field of agro and food. Farmers and industry jointly. Local and global to complement each other's efforts.

In the meantime, this collaboration was extended.

Partners from the sectors of education, research, business and government have drawn up common ambitions and work together on the realization of projects. Experience learns that it is exactly this collaboration that propagates innovation.

With Food as focus, this collaboration creates opportunities for many parties in the region. Hotels, restaurants, transport companies and care institutions are stimulating each other by picking up new ideas, thanks to his collaboration. The hospital in the city of Ede, for instance, has made an alliance with Wageningen Universiteit, and is now the 'Voedingsziekenhuis' (food hospital) of the Netherlands.

FOODVALLEY

FoodValley attracts a great deal of interest from abroad. The region is visited by many missions. Many countries, including quite a few from Asia, want to realize a concept similar to that of FoodValley. Cities with millions of inhabitants see the Netherlands as a source of inspiration for the development of sustainable food systems. Every day, we have a wide choice of food and ingredients. Moreover, the Netherlands are second-largest exporter worldwide of agro and food.

There are also many local initiatives. The region offers a broad range of products. More and more often, restaurants, cafes and institutions work with regional products. This enhances the commitment of its inhabitants and companies to the FoodValley concept. Apart from



Frankfurt
50 kilometers / travel time 100 minutes

FOODVALLEY

A green valley with many food-related activities. That has been so for over 100 years. FoodValley: a compact region, recognizable, a great deal of food knowledge and innovations in the field of healthy and sustainable food. Of course, things have developed in that century. The scale, the techniques, the issues. But still, we develop and test knowledge and apply this. All these years we have been developing new techniques and technologies. And still, everything is focused on innovation. FoodValley: experimental field of the world.



producing more food (because of the increasing world population), it is also about a higher quality of food: more sustainable and healthier.

Connection and meeting are the key words in the plans for the region. It is exactly in a region that parties can easily meet. There is constant attention for the development of relations between players from the various backgrounds. Machine builders work with researchers on incuba-

tors for chickens. Students work together with transport companies on apps for new transport systems.

The region is also developing as a place of meeting. With its central location in the country, the region is a strategic area for congresses, seminars and meetings. Thanks to state of the art facilities, exceptional catering and excellent accessibility, more and more organizations opt for this region. In the past years, the offer of hotel

rooms has increased considerably. There is a wide variety of congress facilities.

Many network organizations combine a congress with a visit to an agrofood company. The region has several innovative enterprises that welcome visitors and provide guided tours. Combined with local catering, you can offer your guests quite a pleasant, surprising event.

www.foodvalley.nl