



Utrecht Convention Bureau proud of region's progressive character

Breeding ground for innovation

Nowadays, the choice for a congress destination is no longer based on image, price and accessibility. The story also plays a role and what you stand for as a destination. Knowledge city Utrecht and the surrounding region offer the necessary facilities as well as inspiring, intrinsic starting points for international knowledge events.

Photography Juri Hiensch en Renzo Gerritsen

In Utrecht knowledge development takes place on a large scale and in various disciplines. The theme Healthy Urban Living - long, healthy, vital, social and independent co-existing in a clean, safe, nice, sustainable and economically sound city - and the measures taken, constitute the connecting thread for these developments. The various knowledge institutes and companies located at the Utrecht Science Park contribute to the mission of Utrecht: passionately creating progress together. "Partly thanks to

the Utrecht Science Park, a breeding ground for innovation, Utrecht was declared one of the most competitive regions in Europe", says Monique André de la Porte, account manager with Utrecht Convention Bureau. "At the moment we are working hard to develop a network in which educational institutes, companies, authorities, the province and the council can find each other even more easily. This ensures a powerful innovation dynamics and makes Utrecht an experimental garden for urban developments."

"A great example in the field of healthcare is the Princess Máxima Center for Children Oncology", Business Researcher Liza Verkroost adds. "Usually, a hospital and a laboratory are two physically separated entities. The Princess Máxima Center is the first centre in Europe to combine care expertise and research in one location. That is why paediatric oncology specialists from all over the Netherlands will be working together with top research-

ers from all over the world at the Princess Máxima Center. This initiative is characteristic for Utrecht; knowledge and care institute join forces to jointly and passionately bring progress."

CONNECTING

For knowledge events that have a clear link with life sciences and health, innovation and sustainability, Utrecht is the ideal congress destination. André de la Porte: "In all our activities, connecting various parties plays a big role. For instance, when we organise a site visit we not only show what Utrecht has to offer in locations, but we also bring parties into contact with companies that may offer an interesting meaningful addition to the congress. Besides that, there are ambassadors from all kinds of trade sectors who can sometimes also act as initiator of a congress. That makes the subjects of the congresses we welcome here very diverse, but they all agree with the developments taking place in Utrecht", says Verkroost. "Knowledge events on mathematics, health-care for pigs, children's psychology and cancer research, as well as the congress of the International Association for the Study of the Commons (IASC) have opted for Utrecht." "Utrecht is a region with a human measure, but with metropolitan facilities", André de la Porte adds. "This means that when a congress with 900 participants takes place in the city, there is a very natural interaction with the inhabitants."

FACILITIES

Not only the city of Utrecht itself, but the facilities in the province of the same name



About Utrecht Convention Bureau

Organisers planning to organise a knowledge event in Utrecht can count on the support from Utrecht Convention Bureau. This bureau offers free, independent and expert advice on the possibilities for congresses and informal programs in Utrecht, and provides, among other facilities, a bidfund. Initiatives like Hotel Service Utrecht, a free online reservation service through which congress and event participants can easily and safely reserve and pay for their hotel room, also make organising international meetings easy. Besides, from Schiphol Amsterdam Airport Utrecht can be reached by train and car within half an hour, and the region has very favorable rates compared to other European cities.

create a very varied congress destination. "Thanks to our partners in the woody area of the 'Utrechtse Heuvelrug' Utrecht offers many options for the organisation of knowledge events", says André de la Porte. "Congress organisers can choose a historic

or rather a modern location in the lively city, or a stay in the region, in an inspiring rural environment", Verkroost adds. "A number of association congresses has specifically chosen for a location in the region. The small distances between the various cities and areas are no problem. From nearby Zeist, located in the middle of the heath, you can easily walk into the woods." With the possibility of extending into the region, Utrecht can receive up to 2,000 delegates per congress. André de la Porte: "Regarding the hotel capacity we now have some 2,000 rooms. In the next few years we expect an additional 1,000 rooms. Extra attractive is of course the Stimulation Fund Knowledge Events, which makes especially association congresses very happy. It offers an additional support of up to 10,000 euros per congress, provided this has common grounds with the spearheads Green, Healthy and Smart." "All these special USPs can be reached in 30 minutes from Schiphol Amsterdam Airport and also have an excellent price-quality ratio. All the more reason to consider Utrecht as destination", says Verkroost.

www.utrechtconventionbureau.com



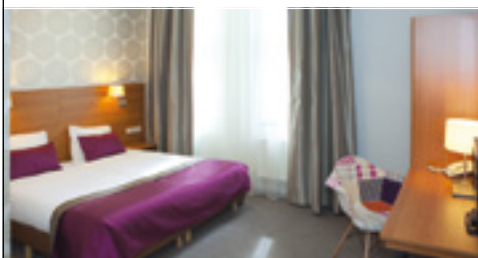


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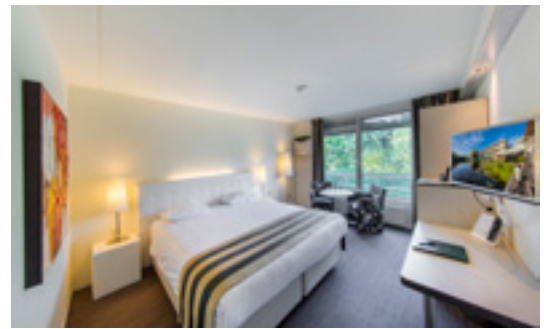
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Naturally Mitland

Service and hospitality as highest priorities

Nestled in a picturesque city park on the outskirts of the historic city of Utrecht lies the luxurious Hotel Mitland. With its prime location close to major traffic arteries and the city centre, this multi-faceted hotel is the ideal setting for your visit to Utrecht. Hotel Mitland is a genuine family business, where a high service level, warm hospitality and an informal ambience go hand in hand.

The combination of 146 luxuriously furnished hotel rooms and 14 multifunctional meeting rooms – all enjoying natural daylight – makes Hotel Mitland a favoured location for meetings and conferences for up to 250 people. And with extensive facilities including a swimming pool with sauna, its own bowling alley and a restaurant with two terraces, the four-star hotel also offers everything you need for a perfectly relaxed stay. The meeting rooms feature comprehensive modern facilities, including state-of-the-art audiovisual

equipment. Some of them even have beautiful terraces with photogenic views over the peaceful waters of Fort De Bilt. What is more, at Hotel Mitland your stay is truly

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green: thanks to a host of environmentally friendly initiatives the hotel has proudly held the coveted golden Green Key certificate – the premier eco label for the tourism sector – since 2012.

www.mitland.nl/en

