

THE HAGUE TRADE MISSION



2022

MISSION BOOKLET
OCTOBER 5 - 6

◆ The City
The Business
The **Hague.**

TABLE OF CONTENTS

01	PREFACE SASKIA BRUINES
03	COMPANIES/DELEGATION
13	ABOUT THE HAGUE
14	PARTNERS
17	DELEGATES
18	CONTACT



PREFACE SASKIA BRUINES



Dear reader,
As Deputy Mayor of The Hague, I am honoured to present to you our business delegation from The Hague, the Netherlands, consisting of innovative and dedicated entrepreneurs aiming to create more impact in the Danish market.

This delegation is part of our unique scaling program IMEC (International Market Entry Coaching), which we have designed together with our partners InnovationQuarter and The Hague Business Agency. IMEC is a nine-month business boot camp which helps SMEs from The Hague to grow in various European markets. A part of the programme is a trade mission to Copenhagen on October 5th & 6th, allowing the entrepreneurs to grow their business networks in Denmark.

The Hague is the international city of peace and justice. Part of this positioning is an internationally oriented business community.

In The Hague, we believe that supporting local SMEs with their international expansion also benefits the city's overall economy. The diversity of sales markets makes SMEs less dependent on local market trends, which results in more robust businesses and employment locally.

The delegation we present in this booklet has undergone a careful selection to be able to join our program and trade mission. Therefore, I am pleased to introduce you to a strong delegation of companies that have proven to be successful in the local market, that are ready to expand their business globally and whose solutions contribute to a safer, healthier and more sustainable world.

I am convinced that this mission will result in fruitful business relations and strengthen the Dutch-Danish trade relations.

Yours sincerely,
Saskia Bruines

Deputy Mayor & Alderman for Education,
Knowledge, Economy and International
Affairs.



MEET THE DUTCH DELEGATION

AMBITIOUS ENTREPRENEURS FROM THE HAGUE

Meet our The Hague delegation consisting of companies from various sectors, offering solutions for a safer, healthier and more sustainable world. The delegation will be present in Copenhagen from October 5th to 6th and is open for individual meetings to discuss business opportunities.

1. novasole - Solar Software as a Service (SaaS)
2. vBoxx - secure hosting and cloud solutions
3. Six Dogs Gin - high-quality craft gin from South Africa
4. Iron roots - Natural Athletic Apparel
5. TrustableBridge - Open Banking Analytics Solution
6. Tiller - Lift smarter with the Tiller®-liftmobile

The IMEC programme

This delegation is part of an exclusive and unique scaling programme called IMEC (International Market Entry Coaching). It's a tailor-made guidance programme to access international markets such as Denmark.

SMEs from The Hague and surrounding can apply for IMEC once a year. After a selection, they will start with the nine-month business coaching that prepares them for international business success.

The IMEC programme was set up in 2018 by InnovationQuarter and The Hague Business Agency. More than 60 companies from the Hague region have successfully expanded abroad thanks to the IMEC programme.

innovationquarter.nl/en/internationalmarketentrycoaching/

To schedule an individual meeting with one of the companies, please get in touch with our local partner Helle Fuglevig from MArketSelect Denmark.

Helle Fuglevig
MarketSelect
Gammel Nybyvej 24, Troense
Tåsinge
DK-5700 Svendborg

M: +45 23 25 17 23

W: www.marketselect.dk

M: helle@marketselect.dk







NOVASOLE
LULOFSTRAAT 55, UNIT 40
NL- 2521 AL THE HAGUE
WWW.NOVASOLE.NL



ROEL PRONK
CEO NOVASOLE
M: +31 6 18 47 25 03
E: ROEL@NOVASOLE.NL

MENNO ZONDERLAND
CEO NOVASOLE
M: +31 6 28 15 95 05
E: MENNO@NOVASOLE.NL



ABOUT NOVASOLE

Novasole develops web-based lead, opportunity & design software for the solar panel industry. With our Quickr platform you can easily gain insight into the roof potentials, generate & qualify solar panels leads automatically and create your solar layout installation plans for your quotations in just minutes. Thereby doing all the necessary work in just 20% of the time, saving up to a whopping 90% of the costs.

Our software can independently and quickly adapted to your own wishes without the need for consultants or time-consuming set-up procedures. Quickr supports marketers in the acquisition of new, high-quality leads and enables your account managers to significantly shorten their sales process.

We love APIs. This ensures that our system connects seamlessly with your own and/or external business systems, making double actions a thing of the past. The people behind Novasole are active in the solar energy market since 2009. Passionate and committed. Thanks to our years of experience and expertise, we are the place where solar and IT come together. This is reflected in the ease of use and usefulness of our software, that also enables less qualified personnel to make complete solar panel quotations.

Our software is the only one in the market that is ISSO certified. In combination with our wealth of information about the built environment, the climate and our smart algorithms, Quickr is guaranteed to give you a direct advantage over your competition.



SECURE CLOUD STORAGE & FILE SHARING FOR BUSINESS



VBOXX/LEITZCLOUD
REGULUSWEG 5
N2516 AC THE HAGUE
WWW.VBOXX.NL



VALENTIJN KOPPENAAI
CEO VBOXX/LEITZCLOUD
P: +31 70 206 00 91
E: VALENTIJN@VBOXX.NL



ABOUT VBOXX

vBoxx is a Dutch hosting company that offers servers, cloud solutions and hosting capacity to companies all over the world. From a secure email server and Cloud to a secure website, vBoxx offers various safe solutions customizable for every company. We guarantee a safe infrastructure and flexibility to set up everything the way you want.

Safe Hosting

At vBoxx we have created an SSD Web Hosting bundle with all the tools you need to get your website online safely and quickly. Managing your website is easy. In addition, you always have 100% backup and a free domain and SSL certificate.

Secure Email

Get access to useful email tools and many more extras with Kerio Connect. Our mail servers include; firewalls, backups, fallbacks and full technical assistance. If you need help with email migration, our team of experts is always ready to help.

Secure Cloud

Reliable Cloud storage for your company, hosted in the Netherlands and 100% GDPR compliant. Easily share your files with people inside and outside your organization without losing control. Your files are available on all devices, wherever you are.

Based in The Hague, we have carefully selected our team to perform to the highest level of technical know-how and customer care. We offer many direct and quick ways to ask questions, live chat and direct phone lines without any convoluted phone menu systems available to anyone who needs support. All our clients are allocated a dedicated account manager who is your first point of contact.

ABOUT VBOXX PART 2

At vBoxx we believe it is crucial to work in an environmentally friendly society. That is why vBoxx hosts all data in a data centre where only green energy is used. This means that we only use half the energy of a typical data centre. Not only is the data hosted in a better environment, but we are also consciously working towards a more sustainable workplace.

Printing papers hardly ever happens because we digitize everything. At every step, we are conscious of minimizing our carbon footprint - from hardware to paper and electricity.

Would you like to know more about our safe solutions? Meet us in Copenhagen.



SOUTH AFRICA'S PREMIUM CRAFT GIN



SIX DOGS DISTILLERY
PAULUS BUIJSSTRAAT 3
NL- 2582 CG THE HAGUE
WWW.SIXDOGSGIN.NL



GERRIT VISSER
M: +31 (0) 68 488 2495
E: GERRIT@SIXDOGS.COM

GLENN BRYANT
M: +31 (0) 62 711 7481
E: GLENN@SIXDOGS.COM



ABOUT SIX DOGS DISTILLERY

To us, creating gin is not just about the handpicked botanicals, or our custom designed still, or the molecular technology we use to protect the delicate flowers used in our gins. It is about waking up every day and loving what we do. It's about setting out to create the finest gin we can, one batch at a time. It's about creating something extraordinary. Something to be proud of. That's who we are.

Nestled in the little valley of De Wet in the Western Cape province of South Africa, Six Dogs is, at its heart, a tribute to the spirit of innovation and adventure, while our range of 100% natural hand-crafted premium gins pays homage to family, friends, our partners in the trade, gin-lovers around the world, and our ever-faithful six dogs.

From the most humble beginnings – our very first batch of gin was distilled in a shed on our farm where our six dogs

used to sleep, using an old copper geyser that had been converted into a makeshift still – Six Dogs is today one of the most recognised and sought-after premium gins in South Africa, while our exports span some 30 countries on five continents. In 2021, in the adventurous spirit that is Six Dogs, we decided to establish a physical presence on the European continent and chose The Netherlands as an exciting and well-positioned country from which to grow our presence on the continent.

The range comprises four gins. From the delicate and balanced Karoo Gin with its hint of African allure to the exciting, colour-changing and all-natural Blue Gin; from the refreshing and contrasting flavours of the Honey Lime Gin to the deeply satisfying Pinotage Gin with its warm wine-based overtones, each of the gins in our range is utterly unique, while all are designed to appeal across the senses and to a wide range of gin lovers.



IRON ROOTS©
MICHAELISSTRAAT 5,
NL - 2521 AJ THE HAGUE
WWW.IRONROOTS.COM



ERIK DE GROOT
CO-FOUNDER IRON ROOTS
M: +31 (85) 0041421
E: ERIK@IRONROOTS.NL



ABOUT IRON ROOTS

Company History

Iron Roots was founded in 2017 by friends who were fed up with the fact that there were no good alternatives to plastic athletic apparel. More than 90% of all sportswear is made from plastic, requiring fossil fuels, which don't biodegrade at the end of life of the products.

What do we do?

At Iron Roots, we make the alternative to plastic athletic apparel. We call it 'Natural Athletic Apparel'. We do this by only using plant-based materials, like hemp and eucalyptus. Besides being plant-based, the materials are also more sustainable in production. Hemp, for example, saves up to 60% of CO2 emissions when compared to polyester. By combining design, functionality, and sustainability, we aim to make the best sportswear on and for the planet.

STRATEGY

Vision statement

We believe in a world where sustainable resources and fair production are the new standards within the sportswear industry.

Mission statement

To make THE alternative to all the plastic athletic apparel without compromising on design or functionality and by producing it in a fair way.

SUSTAINABILITY

Fair production

We produce our sportswear locally in Greece. Our production partner is located near Thessaloniki, and they help us create our unique sportswear. They are GOTS and SMETA certified, which means they have high standards on both the environmental and social sides of clothing production.

ABOUT IRON ROOTS PART 2

Designed to last

We only work with timeless designs. This means we don't release seasonal collections, which ultimately leads to wasting products. By combining this design philosophy with high-quality materials, our sportswear is designed to last.

Recycling

While our sportswear is designed to last, it can wear out like all other clothing. In order to take ownership of all our products, we offer customers a discount code for returned, worn-out products.

This ensures that no products of Iron Roots end up in a landfill and that we will create a completely circular business in the future.

Shipping

We ship our products in recycled cardboard packaging without adding any plastics to the package. We also compensate for all the carbon emissions in our supply chain with the help of our partner organization: The Green Branch.



SEAL THE DEAL BY FASTER EVALUATION



TRUSTABLE BRIDGE
TRUSTABLEBRIDGE.COM



SELIM RAAD
CHIEF EXECUTIVE OFFICE
M: +33 6 76 61 34 81
E: SELIM@
TRUSTABLEBRIDGE.COM



ABOUT TRUSTABLE BRIDGE

Trustable Bridge, is a B2B2C Platform as a Service fintech provider of credit and risk management tools. We aim to bridge the gap between financial and non-financial sectors and enable widespread access to uncommon experiences through trust and transparency.

Our process is seamless, fast (less than 30 sec), and reliable (GDPR compliant). We leverage technologies made possible by open banking and other channels to provide a comprehensive risk assessment journey that includes:

- Alternative credit scoring
- Due diligence (digital KYC/AML/PEP)
- Fraud prevention
- Transaction monitoring
- Digital onboarding

After years of experience in the payment industry and digitizing payment services, we have seen the opportunities and potential in neo banking. This enables us to offer innovative solutions as well as high-quality services.

Trustable Bridge has set itself the goal of developing the potential facilities in the banking industry which help individuals make the most of their money and businesses to offer more value-added services and be more innovative. We predict changes in the financial sector and act accordingly with our services.



TILLER BV
HENRICUSKADE 27
NL - 2497 NB DEN HAAG
+ 31 (0) 15 - 310 6999
INFO@TILLER.EU



LAURA VAN DER HELM
CEO TILLER
E: LAURAVANDERHELM@
TILLER.EU



ABOUT TILLER

Strong, weak, young, old: everyone must be able to lift heavy things without suffering back pain. That is the mission of Tiller® and the reason why Herman van der Helm came up with the idea to develop the liftmobile. His daughter Laura van der Helm graduated in Industrial Product Design and helped out. Together they designed the liftmobile: an electric trolley with a lifting function. In 2009 they were so far that the liftmobile was ready for the market and met all safety standards and requirements. They introduced it under the name Tiller®. And with great success. In the years that followed, the lifting mobile won all kinds of awards in the field of innovation and healthy working.

Nicer and smarter lifting

The liftmobile can even lift itself with the help of the push-in shovel. And with a classic steel frame and clear and stylish buttons, it looks great too. But most important of all: the liftmobile is good for you and your employer.

Versatility

The liftmobile is available in different versions. Therefore, it can be used in many places. The standard version has a push-in shovel for moving and stacking boxes and parcels. For other lifting work, special accessories are available that you can easily mount yourself. For example, for lifting white goods or car tyres, moving windows or lifting and placing television screens, digiboards and lighting and sound installations. The medical industry also makes extensive use of the Tiller®-liftmobile.



ABOUT THE HAGUE



ImpactCity.nl

INTERNATIONAL CITY OF PEACE AND JUSTICE

In The Hague, tens of thousands of people are working every day to build a more peaceful and just world. Doing good and doing business forms the very heart and soul of The Hague's economy. There is an increasing focus on using new technologies to help accelerate peace, justice and security worldwide.

Peace and Justice in a digital world

Organisations and businesses in The Hague are working on ethical and legal challenges surrounding the internet, big data analytics, artificial intelligence and robotics. The city has a long-standing tradition of protecting the rule of law, yet it continues to innovate using new technologies. Solutions embrace the digital revolution in order to put peace, justice and security on a fast track. Here, big data is processed into insights which advance transparency and the accountability of institutions and governments. The Hague is working to keep the world safe from cyber threats and is ensuring that human rights do not end when people go online.

Centre of decision-making and influence

The Hague's unique position as an international centre of decision-making and influence has propelled it to earn its reputation as the international city of peace and justice. Nowadays, The Hague is home to more than 200 international organisations, including the Permanent Court of Arbitration, and the city also hosts the International Court of Justice, Europol and the UNICRI Centre for Artificial Intelligence and Robotics.

Doing good and doing business

In The Hague, social impact and economic success go hand in hand, and innovative solutions are being created to help build a better world. With the digital revolution in full swing in The Hague, modern technologies can have tremendous potential in terms of bringing about peace. ImpactCity The Hague is helping innovative entrepreneurs work on solutions for a better world to start and grow a successful business. It does this by providing access to relevant networks, growth capital and new talent.

International Zone

The International Zone is the heart of The Hague as the international city of peace and justice. It is the prime location for international organisations and one of The Hague's core economic areas.

The Hague is an attractive international city to work, study and live in. Enjoy a highly liveable city with modern conveniences and top cultural facilities while relaxing on the beach or walking or biking in the city's many green parks, dunes or forests.

An international hub for new organisations

All of this makes The Hague the hot spot for acquiring and exchanging knowledge and for joining valuable networks. The city looks forward to welcoming new organisations, as well as their worthy contributions to this international hub of peace and justice.

More info:

denhaag.nl/en/

impactcity.nl/en/

THE HAGUE BUSINESS AGENCY

The Hague.

Business Agency

**WE HELP BUSINESSES EXPAND
TO EUROPE**

We are a non-profit publicly funded organisation helping innovating business pioneers strategically expand their business operations to Europe. We strive to consistently deliver measurable impact to The Hague's economy. We empower international companies by offering tailor-made programmes and solutions, allowing them to access local capital and talent pools.

Key Facts & Figures

A warm welcome in an international community. That's The Hague. Over 50.000 internationals living in The Hague. This city is home to 180 nationalities, has 11 international schools, a community of over 3.000 international students, and a safe and open society. This will make you feel right at home.

How we work

Together with our partners, we offer a unique network. We closely work with the Municipality of The Hague and the Netherlands Foreign Investment Agency - Invest in Holland. We team up with The Hague Convention Bureau and The Hague Marketing under the umbrella of The Hague and Partners. We have an extensive network of service providers, including experts in Legal and Tax, Housing, Real Estate and Notaries. We are a one-stop shop in The Hague.

Get to know us

Our team of professionals are passionate about assisting innovative companies in expanding their business in Europe and introducing them to The Hague ecosystem.

Check out our website for more information:

thehague.com/businessagency

INNOVATIONQUARTER



INVEST & INNOVATE IN THE GREATER ROTTERDAM – THE HAGUE AREA

InnovationQuarter is the regional economic development agency for the Province of Zuid-Holland, also known as the greater Rotterdam – The Hague area.

Our mission is to strengthen the regional economic structure by stimulating the innovation potential of this unique delta region. In close collaboration with all major corporations and many SMEs, educational and research institutes, as well as government organisations, we align the efforts required to design a brighter tomorrow.

The greater Rotterdam – The Hague area is a unique delta region in the Netherlands. Our planet faces numerous challenges. To answer them effectively, we need to join forces and exchange our expertise. Who better to take the lead than a region that has been transforming challenges into opportunities for centuries? A region that can offer proven solutions to be shared with the world.

Take the greater Rotterdam – The Hague area, the highly-urbanised delta region in the western part of the Netherlands. For hundreds of years, this unique delta has managed to fend off both river and sea.

By responding to challenges with effective solutions, we have become a hotbed for collaboration and innovation - a real-life testing ground that inspires metropolitan areas across the globe. The greater Rotterdam – The Hague area is the gateway to Europe. Open to the world.

Within this international entrepreneurial ambience, InnovationQuarter offers opportunities for doing business in the greater Rotterdam – The Hague area.

We connect you with our tailor-made know-how and key networks, especially in the sectors in which our region excels, such as maritime & harbour, horticulture, aerospace, life sciences & health, High tech systems & materials, energy, circular, ICT and cybersecurity.

To achieve our mission, our teams are organised around three key activities:

1. Internationalisation
2. Investing
3. Innovation

Take a look at our website:

innovationquarter.nl



INTERSPORT
TWINSPOORT

M
A
R
K
T

HIER DOVEN

OUR DELEGATES



**ROEL PRONK
NOVASOLE**



**MENNO ZONDERLAND
NOVASOLE**



**VALENTIJN KOPPELAAL
VBOXX**



**GERRIT VISSER
SIX DOGS**



**GLENN BRYANT
SIX DOGS**



**ERIK DE GROOT
IRON ROOTS**



**SELIM RAAD
TRUSTABLE BRIDGE/
EPAY**



**LAURA VAN DER HELM
TILLER**



**HERMAN VAN DER HELM
TILLER**

CONTACT



APPOINTMENTS

Are you interested in planning an individual meeting with one of the companies from the Dutch delegation? Please reach out to our Danish partner:

Helle Fuglevig
M: +45 23 25 17 23
W: www.marketselect.dk
M: helle@marketselect.dk



Calette Terhaerd
T: +46 40 689 1908
W: www.marketlink.se/
:M: calette@marketlink.se

ORGANIZING TEAM

If you have any remarks or questions about this trade mission please contact us:



Elisa van Maanen-Gentsch
Project manager Internationalization & Trade,
Innovation Quarter & The Hague Business Agency

M: +31 612367036
E: e.vanmaanen@thehague.com



Giovanna Pressani
Project Manager The Hague Business Agency

M +31643878660
E: g.pressani@thehague.com