

BRABANT
IS BRIGHT.NL

BRABANT'S TALENT PIPELINE

**TALENT AS KEY DRIVER FOR
YOUR NEXT BUSINESS LOCATION**

**This is
Brabant**

51°32'37.1"N / 5°03'48.1"E

NICE TO MEET YOU!

We are the Brabant Development Agency and we are ready to connect you. Based in Tilburg, our department BOM Foreign Investments & International Trade assists new and existing foreign companies to make optimal use of the opportunities offered by Brabant as a business location. We also provide hands-on support to companies in Brabant growing their business abroad. Learn more about how we can help you explore opportunities in Brabant!

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INTRODUCTION

TALENT AS KEY DRIVER FOR YOUR NEXT BUSINESS LOCATION

Premium sites across the globe are facing fierce competition in both attracting talent to a region and retaining it. When evaluating potential location sites or expanding existing operations, talent is often the number-one factor.

TWO CRITERIA WILL DETERMINE THE SUCCESS OF FINDING THE RIGHT PEOPLE FOR YOUR NEW LOCATION:

- The right pool of talent in a particular region.
- How effectively your company taps into this pool of talent.

OUR TEAM CAN HELP YOU ACHIEVE THIS BY:

- Branding your company to the Brabant job market
- Connecting you to relevant HR specialists
- Invite you to events such as HR round tables
- Expat support through our expat center.

For the future growth of your company, it's key to have access to future talent from schools and universities. This document will give you an overview of what Brabant has to offer.

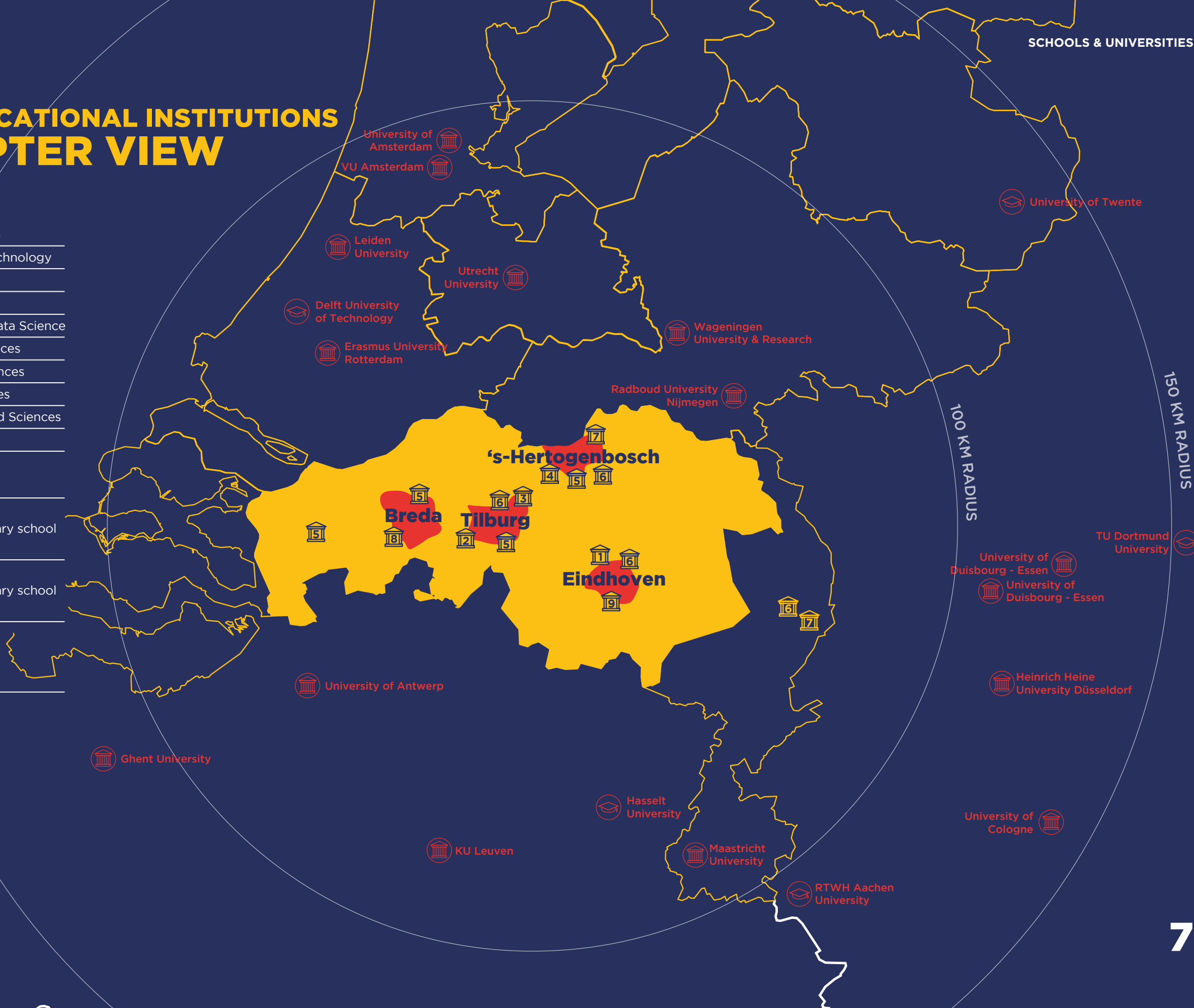
BRABANT'S EDUCATIONAL INSTITUTIONS A HELICOPTER VIEW

HIGHER EDUCATIONAL INSTITUTES

1. TU/e, Eindhoven University of Technology
2. Tilburg University
3. TIAS Business School
4. JADS, Jheronimus Academy of Data Science
5. Avans University of Applied Sciences
6. Fontys University of Applied Sciences
7. HAS University of Applied Sciences
8. BUAS, Breda University of Applied Sciences
9. Design Academy Eindhoven

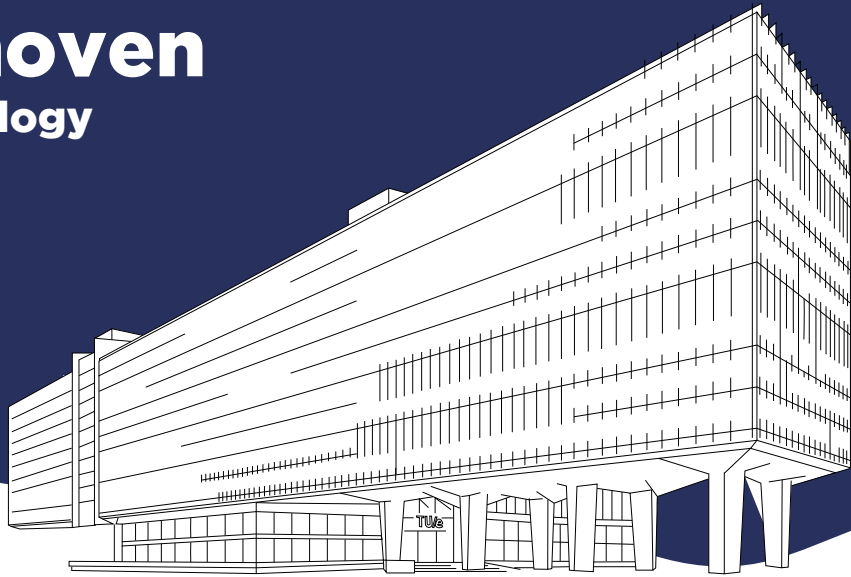
INTERNATIONAL SCHOOLS

- **Eindhoven**
International primary and secondary school
www.isecampus.nl
- **Breda**
International primary and secondary school
www.internationalschoolbreda.nl
- **Tilburg**
International primary school
www.isecampus.nl



TU/e Eindhoven

University of Technology



The TU/e in Eindhoven is one of the three universities of technology in the Netherlands. The university has an excellent reputation in Europe, offering a wide range of technical and IT-related courses. The university's campus is at the center of one of the most powerful technology hubs in the world: Brainport Eindhoven. Globally, the TU/e excels in collaborating with advanced industries. Together with other institutions, the TU/e forms a thriving ecosystem

with one common aim – to improve quality of life through sustainable innovations. Several top research institutes are affiliated with the TU/e, such as the Embedded Systems Institute (ESI), the Holst Centre and the Dutch Polymer Institute (DPI). The TU/e offers many courses and programs that focus on **engineering, science and technology**, in particular the three strategic areas of **health, energy, and smart mobility**.

STUDENTS

11.295

EDUCATION

**BACHELOR'S AND
MASTER'S DEGREES**

LOCATION

EINDHOVEN

CONTACT

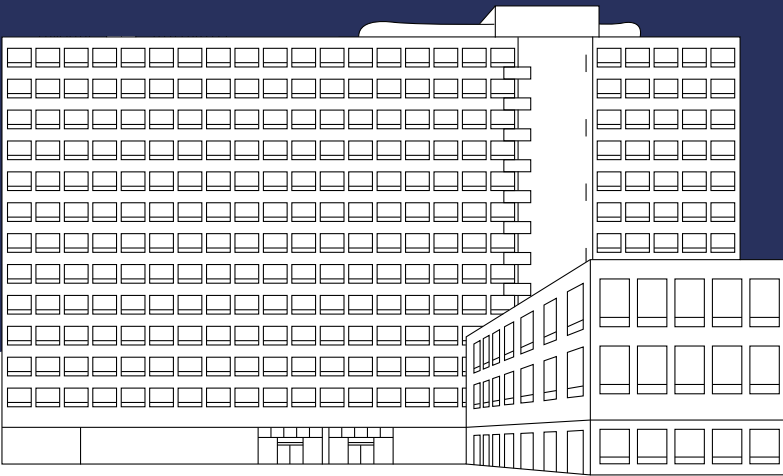
www.tue.nl/en/

QUICK FACTS

- Highly research-driven (2,600 scientific publications and 260 PhD graduates in 2019)
- RoboCup world robot soccer championship winners (2018), four consecutive gold medals in the World Solar Challenge
- Highest-ranking university worldwide for scientific output in partnership with industry (CTWS, 2019)
- Research areas: <https://www.tue.nl/en/research/research-areas>

Industrial partnerships include Royal Philips, Signify, ASML, KPN, NXP Semiconductors, Shell, DAF Trucks, DSM, Océ, VDL, NTS, and too many SME supplier companies to mention. These partnerships are often collaborative ventures, such as High Tech NL and KIEN Innovatiemeesters, MKB Eindhoven, and the Metaalunie.

Tilburg University



Tilburg University has a culture of cooperation and co-creation, whether at a local, regional, national, or international level. The institution shares knowledge and cooperates on research, innovation, and solutions to the challenges facing society. These cooperative ventures take on different forms – individual researchers, institutes, research programs, as part of courses and in partnerships as well as, of course, with our students.

Each year, some 4,000 students graduate from the university and embark on their careers. These graduates often start out looking for traineeships or companies where they can complete their studies by doing their master's thesis while working. Their Career Portal offers a platform for companies, organizations, and students to network. In order to streamline the on-campus recruitment process, companies can enter into partnerships with all the relevant university stakeholders. In the QS World University Rankings for 2016, Tilburg University was ranked third in the field of economics and economy and fourth in accounting and finance.

The education programs are centered around **economics and management, law, social and behavioral studies, humanics, theology and business and society**. In addition, the university is involved in cooperative ventures with many companies, including Philips and ASML.

STUDENTS

15.800

EDUCATION

**BACHELOR'S AND
MASTER'S DEGREES**

LOCATION

TILBURG

CONTACT

www.tilburguniversity.edu

TIAS

Business School



TIAS

SCHOOL FOR
BUSINESS AND SOCIETY

TIAS is the business school of Tilburg University and Eindhoven University of Technology. TIAS is offering a broad portfolio of accredited **MBA's, Masters, Advanced programs, Master Classes** and **In-company Programs**. Yearly they welcome nearly 3,000 participants from over 40 countries. TIAS has been doing this for over 30 years.

In addition to the broad variety of degree and non-degree programs for the Dutch market, TIAS is offering two international one-year full-time programs; MBA (average seven years of working experience) and MScBA (from zero to two years of experience). Graduating MBA and MScBA students:

- Have different nationalities, ages and ambitions
- Have different professional backgrounds and levels of work experience
- Are internationally orientated and speak English
- Have worked intensively in teams with different cultures
- Have the ambition to work in a global professional working environment

There is a variety of activities TIAS organizes to introduce companies to their students. They offer internships, team assignments and job opportunities to their students and graduates. Next to that, they organize networking events, company days, guest lectures, speed dates and more.

STUDENTS

2.400

EDUCATION

**MASTER'S DEGREES
& EXECUTIVE
COURSES**

LOCATION

TILBURG, UTRECHT

CONTACT

www.tias.edu

JADS

Jheronimus Academy of Data Science



JADS
Jheronimus
Academy
of Data Science

JADS is a unique concept, both in the Netherlands and in Brabant. **Data science** can be studied, analyzed, and applied in three different locations (the Eindhoven University of Technology, Tilburg University, and Mariënborg Campus in 's-Hertogenbosch) through degree programs, Professional Doctorate in Engineering (PDEng) programs, and at data science centers. This unique partnership between the province of Brabant, the 's-Hertogenbosch municipality, Tilburg University and the Eindhoven University of Technology creates a new knowledge infrastructure that puts Brabant at the very center of future developments.

VERY CLOSE LINKS WITH INDUSTRY

- Professional Doctorate in **Engineering, Data Science** course: a two-year post-master's qualification that sees students become top-flight professionals who aid business and industry in their decision-making processes based on real, actionable data.
- Accelerating **data driven entrepreneurship**: the JADS Playground helps companies seeking a sustainable, repeatable, and scalable business model, regardless of whether you're a new venture, innovative SME, company, or a public body.
- Grow your business with data science: the Data Maturity Index is a scientific tool that helps companies understand where they stand with respect to data science, how they can exploit it, and what their knowledge levels of the field are.
- The MKB Datalab: a datalab that gives SMEs the opportunity to solve their data science issues by working closely with a data scientist on short-term projects.

STUDENTS

1.500 /
2.000

EDUCATION

**BACHELOR'S AND
MASTER'S DEGREES**

LOCATION

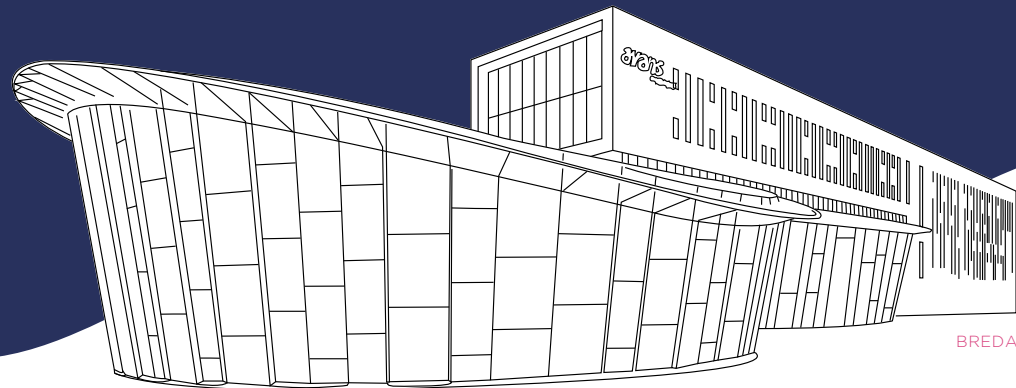
'S-HERTOGENBOSCH

CONTACT

www.jads.nl

Avans

University of Applied Sciences



BREDA



Avans is a university of applied sciences that develops talent by helping future graduates to become highly qualified professionals, people that continue to grow personally and professionally and who have a sense of social responsibility, whether on a local or international stage. The university aims to contribute towards shaping and achieving regional social, cultural, and economic development by entering into sustainable partnerships with regional companies, public agencies and organizations to develop, share, and generate knowledge and conduct practice-based research.

Avans offers courses in **economics** and **business, engineering, society** and **behavioral science, healthcare, science** and **technology, arts** and **culture, law** and **governance, education, earth** and **environment** and language and communications.

The university is part of many collaborative ventures with both regional and international businesses, industries, social organizations and public agencies, and actively seeks out new ones. Just one example of the many benefits partners can gain is:

20 AVANS STUDENTS TOOK PART IN THE 2016 FUJIFILM FUTURE CHALLENGE
The competition requires students to come up with innovative products or solutions for Fujifilm. The students spend three months working in teams on new business models, based on the technology employed by the multinational company.

STUDENTS
31.000

EDUCATION
**BACHELOR'S AND
MASTER'S DEGREES**

LOCATION
**TILBURG, BREDA,
ROOSENDAAL,
'S-HERTOGENBOSCH**

CONTACT
**[www.avans.nl/
international](http://www.avans.nl/international)**

Fontys

University of Applied Sciences



EINDHOVEN



Fontys is one of the largest universities of applied sciences in the Netherlands and offers a range of bachelor's and master's degree courses in English. It has the largest contingent of international students in the Netherlands, with students from over 80 countries. The university offers 29 international bachelor's and master's degree courses in English, covering a wide range of fields, including **IT, engineering, fine** and **performance arts, marketing, business, communications**, and **physiotherapy**.

Fontys offers a wide range of opportunities for joint ventures with companies and regional partners, from finding the right intern for a job, offering traineeships, training and collaborating in student projects (such as having students test products, creating business innovations, or improving on manufacturing methods), using our lab facilities, and long-term research partnerships.

STUDENTS
44.000

EDUCATION
**BACHELOR'S AND
MASTER'S DEGREES**

LOCATION
**TILBURG,
EINDHOVEN,
VENLO,
'S-HERTOGENBOSCH**

CONTACT
www.fontys.edu

FONTYS PARTNERS IN EDUCATION: A LONG-TERM RELATIONSHIP WITH LOCAL INDUSTRY.

For over a decade Fontys University of Applied Sciences, ICT Academy, and the business community have worked together under the Partners in Education program, a program created by Fontys that allows companies to support and attract young professionals. This means that vacancies can be filled in time and that students have the opportunity to become a part of the business community while studying.

HAS

University of
Applied Sciences



HAS University of Applied Sciences offers bachelor's degree courses to both Dutch and non-Dutch students, with the focus on **agribusiness, food,** and the **urban environment**. It is an independent university that works actively with local and international companies, and it focuses on business education with a very strong hands-on approach. Students and staff alike learn from these real-life experiences

while companies gain from the support provided when it comes to innovation, development, and life-long learning. HAS offers courses in **Geo media and design, urban environment, international food and agribusiness, horticulture and arable farming, applied biology, environmental studies, food technology, food innovation, business administration and agribusiness, animal husbandry and animal care.**

PARTNERSHIPS WITH COMPANIES

- Traineeships for students in the Netherlands and abroad
- Real-life company issues in education projects
- Knowledge development in research chairs
- Final-year projects with guaranteed results
- Research and consultancy from HAS professionals
- Open training and study programs
- In-company tailor-made training and study programs
- Guest lecturers from companies
- Company visits

STUDENTS

3.800

EDUCATION
**BACHELOR'S
DEGREES**

LOCATION
**VENLO,
'S-HERTOGENBOSCH**

CONTACT
www.hasuniversity.nl

BUAS

Breda University of Applied Sciences



Breda University of Applied Sciences is a medium-sized, government-funded higher education institute, with some 7,500 Dutch and international students from around 100 countries. It offers bachelor's and master's degree courses at a professional and academic level in the fields of **games, media, hospitality, facilities management, logistics, the urban environment, tourism, and leisure and events.**

A strong element in their community is the diversity and the cross-cultural environment, which enables thought beyond your own (cultural) frameworks and across boundaries. This diversity is not just reflected in their international community, but also in their domains. Although each of these have their own specific identity, they are related to each other as well. This encourages the creation of connections and cross-overs which contribute to the Breda University of Applied Sciences brand.

Breda University of Applied Sciences is firmly rooted in a network of national and international businesses and organizations. These close industry links create opportunities for a wide variety of undertakings.

STUDENTS

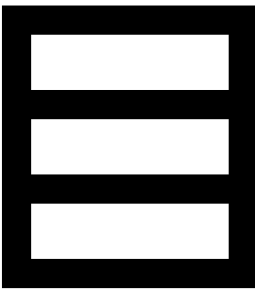
7.500

EDUCATION
**BACHELOR'S AND
MASTER'S DEGREES**

LOCATION
BREDA

CONTACT
**[www.buas.nl/en/
business](http://www.buas.nl/en/business)**

Design Academy Eindhoven



STUDENTS

700

EDUCATION

BACHELOR'S AND
MASTER'S DEGREES

LOCATION

EINDHOVEN

CONTACT

[www.design
academy.nl](http://www.designacademy.nl)

The Design Academy Eindhoven is one of the leading design schools in the world. It embraces the best national and international design talents during a four-year bachelor's and a two-year master's degree course. The Design Academy Eindhoven is the only university of applied sciences in the Netherlands that is fully specialized in design. Over the course of its 65-year history the academy has grown into a leading international school for design.

The city of Eindhoven has itself become a magnet for the design world. Around 700 Design Academy students from over 50 different countries inspire each other daily at the Witte Dame building, a disused Philips factory in the city center. The academy is highly influential among designers and the Graduation Show/Dutch Design Week has mushroomed into a formidable event, with the Eindhoven region declared the world's 2011 Intelligent Community. In short, Eindhoven is the perfect place for the creative entrepreneur of today.

Our designers work on small-scale designs and large-scale themes alike, such as **sustainability, well-being,**

healthcare, quality of life, public spaces, and also their contexts.

The Academy employs three different partnership options – *Fan, Friend* or *Funder*. Fans can enter into a basic trial partnership for up to a year, while Friends and Funders have access to exclusive three-year cooperative ventures that include a full premium-publicity and hospitality package. As a partner of The Design Academy Eindhoven you can support students by sponsoring unique design events, contributing to inspirational design education, or by supporting individual talent.





NXP

Nine out of ten people living here speak English, and with international schools as well as a mature networking infrastructure, our expat community, comprising 65 different nationalities, feels very much at home here.

**– Maurice Geraets,
Statutory Director, NXP Netherlands**

Shimano

Since we arrived here, we've had no trouble recruiting great people. There are many highly skilled expats here whose partners work at some of the region's leading names, like ASML, Philips, VDL and NXP. The number of nationalities at our head office has increased to 17 from about 12, which really shows the international appeal of the region.

**– Marc van Rooij,
President, Shimano Europe**



Ingram Micro

We work closely together with the Eindhoven University of Technology and Breda University of Applied Sciences, which offers logistics courses. The fact that those two universities are located so close to our warehouses is really brilliant. It gives us access to a unique pool of talent with technology and logistics expertise, which is exactly what we need.

**– Jack Heijkans,
Country Executive, the Netherlands, Ingram Micro**

Navinfo

The regional talent event hosted by BOM and Cynergy was a great success. We generated many new CVs and we have already interviewed the first candidates. We also benefit greatly from BOM's extensive network and their knowledge about the regional business scene and the expat community.

**– Rob Lavreysen,
General Manager Europe Customer & Market Development, NavInfo**



“All the packaging for Bosch Power tools is made by people with a disability.”



BREDA HELPS BOSCH TO CREATE PROJECT FOR DISABLED WORKERS

PEOPLE MATTER TO BOSCH IN BREDA

Ten companies in Brabant are offering suitable employment opportunities to 17,000 people with a physical, psychological, or mental disability. The Dutch government has created special programs in an effort to increase job opportunities and labor participation on the part of this group by offering financial incentives to employers.

Fifteen years ago, the Bosch Power Tools Customization Centre decided to specialize in product packaging, with the products packaged by members of the ATEA Group. ATEA is an acronym for activation,

training, and employment and the group ensures that people who are not able or not yet ready to enter the labor market can still perform meaningful

work, be socially activated or be a part of purposeful activities. In 2010 the ATEA Group partnered with the foundation Betrokken Ondernemers Samen voor Breda, a group of companies that focuses on CSR within Breda and that brings together private enterprise, social organizations, and local authorities to work on concrete projects with social objectives.

Everyday some 150 ATEA Group members are employed at Bosch's Breda plant, and the partnership has created a unique and highly successful concept

– instead of making people fit into existing processes, the processes themselves are customized to suit the worker. This unique approach means that everybody can perform long-term and meaningful jobs, day in and day out.

FOR MORE INFO
bosch.nl/en/news-and-stories/atea-story/peoplematteratbosch-in-breda/

DUTCH TECHNOLOGY WEEK



The Dutch Technology Week (DTW) features the most extraordinary and innovative technology developments the nation has to offer. The high-tech industry is a crucial sector of the Dutch economy, a fact we are very proud of. To celebrate that pride, companies, public agencies, and knowledge institutes come together to create a week packed with technological surprises. The DTW allows all visitors to see, feel, and experience how promising and stimulating it is to contribute to inventions that change the world. Both the Dutch Technology Week and its partners aim to promote enthusiasm for and pride in technology, bolstering the Dutch high-tech industry. The Dutch Technology Week aims to do this through the following objectives:

- highlighting Dutch high-tech success stories
- creating enthusiasm for and pride in the Dutch high-tech sector
- creating a sense of wonder when it comes to technology
- raising awareness that entrepreneurship, craftsmanship, creativity, and brainpower are all crucial to the industry
- encouraging people to join the industry through courses and/or jobs

FOR MORE INFO
dutchtechnologyweek.com/en/programme/2020



TECH XPERIENCE WEEK

The Tech Xperience event is a joint project by the Province of Brabant, Brainport Talent Attraction Program and Dutch Technology Week. Its main objective is to attract international knowledge professionals to the innovative region, with the following sub-objectives:

- Building global brand awareness among the target group for Brainport Eindhoven and the Brabant region in general, and for participating companies in particular
- Creating a structural fan base among the target group
- Allowing international talent to experience the power of the region, making them international ambassadors for Brabant
- Bringing international talent into contact with potential employers

Participants include Vanderlande in Veghel, Pivot Park in Oss, Fujifilm in Tilburg, and Bradford Engineering in Heerle. Also aboard are Sioux, Schunk Xycarb, VDL ETG, Philips, NXP, NTS, Thermo Fisher, and TNO from the Brainport Region.

FOR MORE INFO
brainporteindhoven.com/int/techxperience

THE TALENT CAMPUS IN OSS

The Talent campus in Oss is a successful triple helix collaboration in the field of talent development, training and the labor market. The campus brings talent and businesses together and plays an important role in Oss and the region in the field of education and the labor market. As an intermediary, they make the connection between education and the business community in various ways. Sometimes as an initiator and other times as a knowledge partner, organizer or participant. One of the initiatives of the Talent Campus is the Technology Day. On this day, the world of science and technology will be presented to a wide audience. This day is particularly interesting for young people up to the age of 15 and helps them to get an idea of the professions that exist in technology. Thanks to the cooperation of many companies and education, the latest technological developments can be seen, the applications of technology in other field such as healthcare, music and film and the opportunities for girls in the technical sector.

FOR MORE INFO
talentencampusoss.nl



DEN BOSCH DATA WEEK

The Den Bosch Data Week (DBDW) is held each year in late October or early November in the city of 's-Hertogenbosch. Local government and universities such as JADS, TU/e, and UVT have joined forces with data companies, including SAP, Spark, Brand Loyalty, VNG, and Platform Driven by Data, with the goal of introducing

the world of data and data science to the public. The week features inspiring speakers, hands-on workshops, fun demonstrations, and in-depth debates that ensure that all attendants gain a fresh perspective of the unprecedented possibilities of data.

FOR MORE INFO
denbosch.nl/en/denboschdataweek

LIGHTYEAR

Lightyear is on a mission to make clean mobility available to everyone, everywhere in the world. Lightyear develops ultra-efficient electric vehicles with integrated solar panels. This allows drivers, depending on the climate, to drive up to twenty thousand kilometers per year on solar energy. The fast-growing tech company was founded in 2016, and currently employs more than one hundred and twenty employees. The team is made up out of a mix of young talent and experience from the automotive industry. Lightyear has received several nominations and awards in the field of innovation and sustainable energy, the prestigious TIME Magazine acknowledged Lightyear One as one of the '100 best inventions' of 2019. In the summer of 2019, Lightyear launched its first driving prototype, Lightyear One.

FOR MORE INFO
de.mathworks.com/company/mathworks-stories/student-competition-to-startup-lightyear-one-solar-car.html



AVULAR

Avular is an agile and innovative robotics company from Eindhoven, The Netherlands, that focuses on facilitating the development and implementation of mobile robotics. From ready-to-use drones and navigation systems, to delivering engineering services and creating products that enable our customers to create their own mobile robots. Avular has developed tools that give customers access to all required knowledge needed to develop their own mobile robotic solution. These tools enable all kinds of companies to implement a robotic solution, customized to their specific needs.

FOR MORE INFO
avular.com

**“AIMING TO MAKE
COMPLEX MOBILE ROBOTS
ACCESSIBLE TO EVERYONE!”**





BRABANT DEVELOPMENT AGENCY (BOM): READY TO CONNECT YOU!

Based in Tilburg, BOM Foreign Investments & International Trade is part of the Brabant Development Agency (BOM). Our BOM Foreign Investments team assists new and existing foreign companies to make optimal use of the opportunities offered by Brabant as a business location. We can offer you our support when it comes to finding sites or real estate, building and environmental permits, labor market analysis, talent acquisition, matchmaking for logistics, employment regulations, fact-finding missions, incentives, and relevant networks in the regional private and public sector.

Our BOM International Trade specialists provide hands-on support to companies in Brabant in growing their business abroad. We offer valuable contacts in foreign countries and provide targeted information on markets and available funding. Our international trade specialists also promote the successful economy of Brabant and its thriving ecosystems to foreign companies around the world.

We offer a range of free services and support designed to provide you with the information and network you need to explore new (business) opportunities.

CONTACT US NOW TO RECEIVE GREAT INTRODUCTIONS TO SCHOOLS, UNIVERSITIES AND HR EXPERTS!

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