



GO DUTCH PROGRAMME

Business Delegation to the Netherlands
22-28 June 2025

**THE
NEW ZEALAND
INITIATIVE**

www.nzinitiative.org.nz

Delegates are to make their own way to the Amstel Hotel upon arrival in Amsterdam. Check-in is available from 3:00 pm.

Hotel address: Professor Tulpplein 1, 1018 GX Amsterdam, Netherlands

Arrival at the Amstel Hotel

Welcome to Amsterdam. After arriving at your leisure, check in at the grand Amstel Hotel, a historic landmark nestled on the river's edge. Take some time to unwind, explore the surroundings, and prepare for an exciting week of discovery, learning and exchange. The adventure begins here.

5:40 pm – 6:00 pm

Meet in the hotel lobby at 5:40 pm. The delegation will walk together to the Kitchen & Bar van Rijn (15 min walk).

6:00 pm – 8:30 pm



Welcome reception and dinner at Kitchen & Bar van Rijn

Partners included

Location: Rembrandtplein 17, 1017 CT, Amsterdam

Dress: Smart casual

In the evening, join your fellow delegates for a short walk to Kitchen & Bar van Rijn, a lively restaurant in the heart of Amsterdam. Over drinks and dinner, enjoy the first opportunity to meet, reconnect and set the tone for the days ahead. Smart casual dress will match the relaxed yet purposeful atmosphere of our first night together.

8:30 pm – 8:45 pm

Walk back to the hotel (15 min walk).



Day One Netherlands Insights & Matariki Celebration in Leiden

MONDAY, 23 JUNE

Start your day with a buffet breakfast served at the Amstel Restaurant from 7:00 am.

The half-day conference will be held at the Amstel Hotel in the Spiegelzaal Room.

Dress for the day: Business casual

9:00 am – 9:15 am



Welcome and Overview of the Mission's Itinerary

We gather after breakfast for an official welcome to the delegation's programme. Dr Oliver Hartwich and Fraser Whineray will outline the purpose of our visit: to explore how the Netherlands combines pragmatism, resilience and innovation in ways that offer lessons for New Zealand. This session sets the scene for a week of rich engagement and practical learning.

Presented by: Dr Oliver Hartwich and Fraser Whineray

9:15 am – 10:15 am



The Dutch Economy: Pragmatism in Action

Few countries balance openness, fiscal discipline and innovation as successfully as the Netherlands. In this session, senior Dutch economists and investment experts will explain how history, geography and smart institutions have shaped one of the world's most dynamic small economies. Expect frank insights into both successes and emerging challenges.

Guest speakers:

- **Commissioner Hilde van der Meer**, Netherlands Foreign Investment Agency
- **Wim Suyker**, Dutch Economist

10:15 am – 10:30 am

Morning Tea

10:30 am – 12:00 pm



Dutch Deregulation Experience

Cutting red tape is a promise made often – and fulfilled rarely. The Netherlands is one of the few countries to turn regulatory reform into a measurable, lasting success. Hear from leading experts who helped design and drive the system that cuts administrative burdens, fosters enterprise and respects citizens' time and freedom. Lessons for policymakers and entrepreneurs alike.

Guest speakers:

- **Marijke van Hees**, ATR Chair
- **Hayke Veldman** and **Eric Janse de Jonge**, ATR Board members

12:00 pm – 1:00 pm

Delegation lunch with guest speaker: The Story of Liberty in the Netherlands

Enjoy a thought-provoking lunchtime session with independent scholar Edwin van de Haar. He will explore the Dutch tradition of freedom – from medieval self-governance to Enlightenment ideas that helped shape the modern West. Set against the backdrop of the Amstel, this is a timely reminder that liberty must be nurtured through strong institutions and civic culture.

- **Edwin van de Haar**, an independent scholar
-

1:20 pm – 1:30 pm

Meet in the hotel lobby at 1:20 pm for the walking tour.

Dress: Casual, walking shoes recommended

1:30 pm – 3:00 pm

Guided walking tour of Amsterdam – Partners included

Step out into the streets of Amsterdam for a guided walking tour through its historic core. With multiple expert guides leading smaller groups, we will explore the city's canals, courtyards and bustling marketplaces. Along the way, we discover how trade, innovation and civic spirit built a global capital that still captures the imagination.



3:00 pm – 4:00 pm

Free time

4:20 pm – 5:10 pm

Meet in the hotel lobby at 4:20 pm, the coach transfer will depart at 4:30 pm (40 mins).

Dress for dinner: Business (bring a tie)

5:10 pm – 6:30 pm

Arrive in Leiden and begin with a short stroll around the city, followed dinner drinks and nibbles at Stadscafé van der Werff.

6:45 pm – 8:30 pm

Matariki Celebration in Leiden

Location: Wereld Museum Leiden, Steerstraat 1B, 2312 BS, Leiden

In the evening, we celebrate Matariki, the Māori New Year, hosted by the New Zealand Embassy. Set amid one of the Netherlands' oldest and most storied cities, this special evening combines remembrance, renewal and hope. We look forward to meeting Prime Minister Christopher Luxon at the event. This will be a moment of cultural reflection and reconnection.



8:45 pm – 9:30 pm

Coach transfer back to the hotel (40 mins).

Start your day with a buffet breakfast served in the Stadhouderszaal Room from 6:30am.

7:00 am – 9:00 am



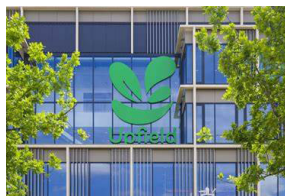
Departure for Wageningen

Meet in the hotel lobby at 7:00 am, the coach will depart at 7:15 am (typically 1 hour, expecting delays due to NATO). Please note we will walk to the coach, a 4-minute walk from the hotel.

An early start as we leave Amsterdam for a day of innovation and exploration. After a short walk to our coach, we set off for Wageningen, the beating heart of Europe's "Food Valley." Dress is business casual but leave the ties behind — today is all about new ideas and practical breakthroughs.

Dress for the day: Business casual (no tie)

9:00 am – 12:00 pm



Innovation at Wageningen: Food, Health and Technology

Location: Wageningen Food Cluster, Wageningen Campus, building Plus, Ultra 2, Bronland 10, 6708 WH Wageningen

At Wageningen Campus, we dive into the cutting edge of agriculture, food, and health innovation. Our visit to the OnePlanet initiative reveals how sensors, data science and nutrition research are reshaping the future of sustainable food production. We also meet key players from Foodvalley's thriving start-up scene and see firsthand how collaboration drives this world-leading ecosystem. Expect to leave inspired — and maybe a little hungry for change.

Guest speakers:

- **Ernst van den Ende**, Board Member, Wageningen University
- **Bernadette Sztojka**, Corporate Partnership Manager, StartLife
- **Lars Langhout**, Co-founder and Chief Executive, NoPalm Ingredients
- **Rieks Smook**, Chief Executive, Grassa
- **Roger van Hoesel**, Director, Foodvalley
- **Huiberdien Sweeris**, Partner, Ecosystem Navigators

12:00 pm – 12:40 pm

Coach transfer to Utrecht (40 mins).

12:45 pm – 2:30 pm



Delegation lunch with guest speaker

Location: Club Claar, Voor Clarenburg 7 3511 JE, Utrecht

We continue to Utrecht for lunch with Stefaan Decraene, Chair of Rabobank's Managing Board, at Club Claar — a stylish, relaxed restaurant near the historic heart of the city. Over a locally inspired meal, hear how Rabobank's cooperative model balances commercial success with social responsibility, sustainability and community development. This is a rare opportunity to understand how one of the world's leading food and agriculture banks is adapting to a changing world.

Guest speaker:

- **Stefaan Decraene**, Chair Managing Board, Rabobank

2:40 pm – 2:55 pm

Coach transfer to Eneco (15 mins).

3:00 pm – 5:00 pm



Eneco Heat Pump Facility: Turning Waste into Energy

Location: RWZI Brailledreef 2A, 3562 LA, Utrecht

We visit Eneco's pioneering facility, where wastewater becomes a powerful source of sustainable heat. Discover how Eneco captures residual warmth from urban wastewater flows, upgrades it using high-efficiency heat pumps, and distributes it to homes and businesses. It is a striking example of circular economy thinking — using overlooked resources to drive the Netherlands' ambitious energy transition.

Guest speakers:

- **Boudewijn Janse de Jonge**, Manager Development, Eneco
- **Sander Tensen**, Manager Engineering, Eneco

5:00 pm – 6:00 pm

Coach transfer to PwC Reception (50 mins).

6:00 pm – 8:30 pm



Delegation PwC Reception and Dutch Policy Insights

Location: Thomas R. Malthusstraat 27, 1066 JR, Amsterdam

We end the day at PwC's Experience Centre, where business meets government and innovation meets strategy. Enjoy a lively reception and a discussion about the Dutch economic landscape, regulatory environment and energy transition policies. It is also an opportunity to meet senior PwC leaders and Dutch stakeholders in a relaxed and forward-looking setting.

Guest speakers:

- **Agnes Koops**, Chief Executive, PwC Netherlands
- **Barbara Baarsma**, Chief Economist, PwC Netherlands
- **Richard Goldstein**, NL Government Leader, PwC Netherlands

8:45 pm – 9:00 pm

Coach transfer back to the hotel (15 mins).

Day Three Rotterdam's Maritime Gateway & Dutch Water Management

WEDNESDAY, 25 JUNE

Start your day with a buffet breakfast served in the Stadhouderszaal Room from 6:30am.

6:50 am – 9:00 am



Departure for Rotterdam

Meet in the hotel lobby at 6:50 am, the coach will depart at 7:00 am (typically 1 hour, expecting delays due to NATO). Please note we will walk to the coach, a 4-minute walk from the hotel.

We set out early this morning for the Port of Rotterdam, Europe's largest and busiest seaport. We head south into one of the great engines of the Dutch economy. Be ready for a front-row view of world-class infrastructure in action.

Dress for the day: Smart casual

9:00 am – 12:00 pm



Port of Rotterdam: Global Gateway in Motion

Location: Rotterdam World Gateway, Port number 8970, Amoerweg 50, 3199 KD Maasvlakte 2 Rotterdam

Our day begins at APM Terminals Maasvlakte II, one of the world's most advanced container terminals. Driverless cranes, automated vehicles and cutting-edge logistics technology create a seamless flow of goods from ship to hinterland. After a tour of the terminal, we transfer to Portlantis for lunch and a briefing with the Port of Rotterdam Authority's CFO, Vivienne de Leeuw. This is not just about scale — it is about strategy, innovation and how Rotterdam is future-proofing its role in a changing global economy.

Guest speakers:

- **Martijn van Dongen**, Chief Executive of Investments, APM Terminals
- **Robert-Jan Ruifrok**, Global Director Public and Government Affairs, APM Terminals
- **Vivienne de Leeuw**, Chief Financial Officer, Port of Rotterdam Authority



12:00 pm – 1:15 pm

Coach transfer to Het Keringhuis (1hr 15mins).

1:30 pm – 3:00 pm



Delta Works: Engineering Against Nature

After lunch, we journey to Het Keringhuis, the visitor centre of the awe-inspiring Delta Works. Born from the devastating floods of 1953, this vast system of dams, barriers and sluices protects a nation that lives below sea level. At the Maeslantkering – a giant storm surge barrier capable of sealing off the New Waterway – we will see Dutch ingenuity at its most daring. It is a reminder that survival here has always depended on ambition, resilience and engineering excellence.

Guest speakers:

- **Dr Toon Segeren**, Director International, Deltares

3:00 pm – 4:00 pm

Travel to Kinderdijk (1 hour).

4:00 pm – 5:30 pm



Kinderdijk: Living with Water

Our journey continues to Kinderdijk, a UNESCO World Heritage Site where nineteenth-century windmills still stand watch over the lowlands. These elegant structures are not just postcard images – they are living proof of centuries-old water management. As we explore the site, we will see how community cooperation, technological innovation and respect for nature have long gone hand in hand in the Dutch way of life.

5:30 pm – 7:00 pm

Coach transfer back to the hotel (90 mins).

7:00 pm – 8:30 pm

Casual dinner at the Amstel Hotel

In the evening, we gather for a relaxed, informal dinner at the hotel's Tuinzaal room. After a day of heavy industry and great hydraulic marvels, enjoy good conversation, a welcoming atmosphere, and a well-earned moment to share impressions with fellow delegates.

Start your day with a buffet breakfast served at the Amstel Restaurant from 7:00 am.

8:30 am – 10:00 am

Departure for Gouda

Meet in the hotel lobby at 8:30 am, the coach will depart at 8:40 am (1 hour). Please note we will walk to the coach, a 4-minute walk from the hotel.

We head out for a day that blends Dutch tradition with cutting-edge innovation. Our coach takes us first to the historic town of Gouda, famous not only for its cheese but for its long-standing culture of trade, craftsmanship and civic pride. Dress smart casual for a day of discovery across town squares, campuses and seaside boulevards.

Dress for the day: Smart casual

10:00 am – 11:00 am

Gouda Cheese Market: Tradition in Action



Step back into living history at the Gouda Cheese Market. Here, the old rituals of trade — handshakes, weighing wheels of cheese, lively haggling — continue as they have for centuries. More than a tourist attraction, the market is a reminder of how trust, transparency and local enterprise have shaped Dutch prosperity from the ground up. Soak up the sights, smells and energy of a truly authentic marketplace.

11:15 am – 11:45 am

Coach transfer to TU Delft Hyperloop (30 mins).

12:00 pm – 1:30 pm

TU Delft Hyperloop: The Future of Mobility

Location: Stevinweg 4, 2628 CN Delft

From Gouda, we travel to TU Delft to visit the student-led Hyperloop project, a striking example of the Netherlands' commitment to innovation. See how students are reimagining high-speed, sustainable transport, combining technical excellence with entrepreneurial drive. It is a thrilling glimpse into how bold thinking, interdisciplinary collaboration and pragmatic engineering could shape tomorrow's infrastructure.

Guest speakers from Delft University of Technology:

- **Sophie Loogman**, Team Captain
- **Isa van Staalduinen**, Lead Business & Partnerships Manager

1:30 pm – 1:40 pm

Coach transfer to lunch at De Schaapskooi (10 mins).

1:40 pm – 3:00 pm



Delegation lunch with guest speaker

Location: De Schaapskooi, Korftlaan 3, 2616 LJ, Delft

We stay in Delft for lunch at De Schaapskooi, a local favourite with rustic charm and hearty fare. Expect lively conversation about education, technology and the Dutch model of turning research into real-world solutions. A relaxed setting for an exchange of big ideas.

- **Professor Stefan Aarninkhof**, Dean of Faculty of Civil Engineering and Geoscience, Delft University of Technology

3:00 pm – 3:25 pm

Coach transfer to Security Delta (25 mins).

3:30 pm – 4:45 pm



Security Delta: Innovation for a Safer Society

Location: HSD Campus, Wilhelmina van Pruisenweg 104, 2595 AN The Hague

In the afternoon, we visit The Hague's Security Delta (HSD), Europe's leading security innovation cluster. Here, public institutions, companies and researchers work together to tackle the security challenges of the twenty-first century – from cybersecurity to infrastructure protection. Hear about how the Dutch blend high technology with human-centered design to strengthen resilience and civic trust.

Guest speakers:

- **Joris den Bruinen**, Director, Security Delta (HSD)
- **Martijn van Hoogenhuijze**, Head of Foreign Investments, InnovationQuarter (IQ)
- **Philip Meijer**, Senior Account Manager Cybersecurity, InnovationQuarter (IQ),
- **Mark van Staalduinen**, Managing Director, CFLW Cyber Security Strategies
- **Ujval Bucha**, Chief Product Officer, EclecticIQ

5:00 pm – 6:30 pm



Guided Cycle Tour of The Hague

What better way to experience Dutch cities than by bike? Led by Emma Stubbe of The Cycle Embassy, we set off on two wheels to explore The Hague's cycle-friendly streets, green spaces and waterfront. Along the way, learn how deliberate urban design choices – shaped over decades – made cycling safe, easy and central to Dutch life. No racing – just a relaxed ride through history, policy and everyday urban beauty.

6:30 pm – 8:00 pm



Delegation Dinner at Sol Beach Scheveningen

Location: Strandweg 22, 2586 ZZ Scheveningen, The Hague

We end the day at Sol Beach in Scheveningen, the seaside resort of The Hague. With toes in the sand and the North Sea breeze in the air, enjoy a relaxed beachside dinner. A perfect setting to unwind after a full day of learning and movement – and perhaps to watch a long summer sunset over the water.

8:15 pm – 9:15 pm

Coach transfer back to the hotel (1 hour).



Start your day with a buffet breakfast served at the Amstel Restaurant from 7:00 am.

9:00 am - 9:25 am

Departure for Euronext Amsterdam

Meet in the hotel lobby at 9:00 am, the coaches will depart at 9:10 am. Please note we have two mini coaches for the day, which will be outside of the Amstel Hotel.

We begin our final full day to one of Amsterdam's most historic, and forward-looking, institutions. A day that spans finance, sustainability, innovation and celebration.

Dress for the day: Smart casual

9:30 am - 12:00 pm

Euronext Amsterdam: Oldest Stock Exchange, New Frontiers

Location: Beursplein 5, 1012 JW, Amsterdam

At Euronext Amsterdam, we step into the birthplace of modern finance. Founded in 1602, this is where the world's first shares were traded — and where global capital markets took root.

Meet senior leaders from Euronext who will share how the exchange is evolving to meet twenty-first-century challenges: digitalisation, sustainability, and building resilient, open markets. It is a chance to see tradition and innovation working side by side at the heart of European finance.

Guest speakers:

- **René van Vlerken**, Chief Executive, Euronext Amsterdam N.V.
- **Sylvia Andriessen**, General Counsel & Managing Board, Euronext N.V.
- **Daphne van der Stam**, Director Government Affairs Europe at Euronext and Member of the Managing Board of Euronext Amsterdam

12:00 pm - 12:40 pm

Coach transfer to the Heineken Research Centre (40 mins).



12:45 pm – 3:00 pm



Heineken Research Centre: Brewing Innovation and Sustainability

Location: Burgemeester Smeetsweg 1, 2382 PH Zoeterwoude – Rijndijk

From high finance to high brewing: our next stop is the Heineken Research Centre in Zoeterwoude. Here, science, craftsmanship and sustainability meet in one of the world's most innovative brewing facilities. See how Heineken pioneers new brewing techniques, reduces carbon emissions and develops future products for a changing world. This is Dutch pragmatism at its best — marrying tradition with constant adaptation.

Guest speakers:

- **Hubert te Braake**, Global R&D Director, Heineken International
- **Guus Vermeulen**, Corporate and Government Affairs, Heineken Global

3:00 pm – 3:40 pm

Coach transfer back to the hotel (40 mins).



3:55 pm – 5:30 pm



Delegation and Partner Canal Tour

Dress: Smart casual, flat shoes recommended

Partners and delegates please meet in the hotel lobby at 3:55 pm, the Canal tour will depart from outside the hotel at 4:00 pm.

We gather for a special closing experience: a private canal cruise through Amsterdam's historic waterways. As we glide past elegant merchants' houses and bustling wharves, enjoy drinks and nibbles in good company. The cruise offers a final, relaxed reflection on what we have seen and learned – and how centuries of openness, commerce and creativity shaped the Netherlands.

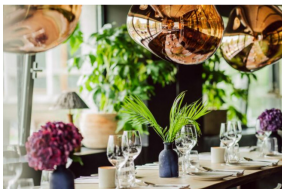
5:30 pm – 6:45 pm

Free time

6:45 pm – 7:00 pm

Partners and delegates, please meet in the hotel lobby at 6:45 pm, the delegation will walk to BAUT Oost (13 min walk).

7:00 pm – 9:30 pm



Delegation and Partner Closing Dinner

Location: BAUT Oost, Wibautstraat 125, 1091 GL, Amsterdam

Dress: Smart casual

Our delegation concludes with a festive dinner at BAUT Oost, a lively and modern Amsterdam venue. Over an informal meal, we celebrate new friendships, shared experiences and the inspiration drawn from the Dutch example. It is a fitting end to a journey that combined heritage, innovation and exchange – and perhaps the beginning of new ideas to carry home.

9:30 pm – 9:45 pm

Walk back to the hotel (15 min walk).

Conclusion of Netherlands Programme

SATURDAY, 28 JUNE

Start your day with a buffet breakfast served at the Amstel Restaurant from 7:00 am.

Enjoy a leisurely breakfast at the Amstel Hotel before checking out by midday.

Transfers to the airport are by individual arrangement. Take time for a final stroll along the canals – and depart Amsterdam with memories, insights and connections that will last far beyond the journey home.

Safe travels back to New Zealand.

COUNTRY COMPARISON

NETHERLANDS



POPULATION
17,877,117



LAND AREA

33,670 km²

Pop. density 520.7 per sq km

\$64,572

\$78,305

92.3

GDP per capita (nominal, US\$)

GDP per capita (PPP, Int'l \$)

Labour productivity (GDP/hr, PPP)

NEW ZEALAND



POPULATION
5,223,100



LAND AREA

263,310 km²

Pop. density 19.4 per sq km

\$48,281

\$53,440

54.4

EXPORTS
84.30%
(% of GDP)



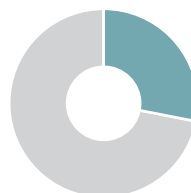
IMPORTS
73.30%
(% of GDP)



EXPORTS
28.10%
(% of GDP)



IMPORTS
28.30%
(% of GDP)

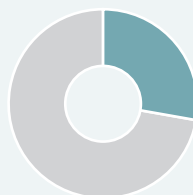


11th Heritage Economic Freedom Index **6th**
77.3 (RANK / VALUE) **77.8**

CORPORATE INCOME TAX RATE
(profits > €200,000) **25.8%**



CORPORATE INCOME TAX RATE
28.0% (flat rate)



49.50% (> €76,817)	Top marginal personal income tax rate (> NZD \$180k)	39.00%
21%	Standard VAT/GST rate	15%
38.5%	Overall tax revenue (% of GDP)	34.0%
9.9%	Current account balance (% of GDP)	-6.2%
2.31%	R&D spending (% of GDP)	1.45%
0.955 / 8th	Human Development Index (value / rank)	0.938 / 17th

82.2 years Life Expectancy **82.1 years**

DELEGATES

Name	Position	Organisation
Simon Bennett	Chair	Accordant
Chris Blenkiron	Chief Executive and General Manager	New Zealand Aluminium Smelter
Rob Buchanan	Chief Executive	Channel Infrastructure
Barbara Chapman	Chair	Genesis Energy
Tim Clarke	Partner	Russell McVeagh
Matthew Cockram	Chief Executive	Cooper and Company
Peter Cooper	Executive Chairman	Cooper and Company
Alistair Davis	Chancellor	Massey University
Alan Duff	Co-founder	Duffy Books in Homes
Ross George	Executive Director	Direct Capital
Damien Grant	Director	Waterstone
Dr Oliver Hartwich	Executive Director	The New Zealand Initiative
Jimmy Higgins	Chief Executive	Suncorp
Andrew Holmes	Chief Executive and Senior Partner	PwC
Carrie Hurihanganui	Chief Executive	Auckland Airport
Miles Hurrell	Chief Executive	Fonterra
Desleigh Jameson	Chair	CDL Investments
Malcolm Johns	Chief Executive	Genesis Energy
Adelle Keely	Chief Executive	Acumen
Peter Kiely	Partner	Kiely Thompson Caisley
Chelsy Killick	Deputy Director	The New Zealand Initiative
Sir Chris Mace	Director	Mace Capital
Rob McDonald	Chair	Contact Energy
Doug McKay	Chair	Vector
Linda Meade	Director	Kalimena Advisory
Paul Nickels	Senior Partner	PwC
Simon O'Connor	Managing Partner	EY
Fran O'Sullivan	Director	NZ INC
Roger Partridge	Chair	The New Zealand Initiative
Neil Paviour-Smith	Chief Executive	Forsyth Barr
Bruce Pledst	Executive Chairman/Founder	Mainfreight
Chris Quin	Chief Executive	Foodstuffs North Island
Mike Roan	Chief Financial Officer	Meridian Energy
Mark Rushworth	Group Chief Executive	UP Education
Craig Stobo	Managing Director	Stobo Group
Mark Synnott	Executive Chairman	Colliers
Ben Teusse	Chief Executive	Habit Health
Mark Verbiest	Chair	Meridian Energy/Summerset Group
Bruce Wallace	Partner	Deloitte
Rachel Walsh	Director	NZX
Fraser Whineray	Director	Port of Tauranga
Kelvin Wickham	Chief Executive	Ballance Agri-Nutrients

CONTACT DETAILS

Website

Go Dutch

<https://planmyevent.eventsair.com/delegation-visit-to-the-netherlands>

Accommodation

The Amstel Hotel

Professor Tulppelein 1

1018 GX Amsterdam

Taxi Services

TCA Taxi

+31 (0) 20 777 7777

Uber is also available

Emergency Services

Police, Fire and Ambulance

112 OR 999

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THE GO DUTCH APP

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