

The Netherlands: Digitalisation Solutions Fit for the Future and its' role as Gateway to Europe

Date: Wednesday, 13th October 2021

Time: 1500HR – 1630HR (SGT) via Zoom Webinar

Speakers:



Welcome Remarks By
Mr Douglas Foo
President
Singapore Manufacturing Federation



Opening Address By
**Her Excellency,
Margriet Vonno**
Ambassador of the
Netherlands to Singapore



Mr Pieter Stoeltie
Vice President and Senior Consultant
Supply Chain & Optimization
Districon Solutions APAC



Mr Bart Brink
Global Program Director Digital Twin
Royal HaskoningDHV



Mr Edwin Gerritsen
Business Developer
Demcon



Ms Adeline Tan
Area Director of
Singapore, Australia, New Zealand
Netherlands Foreign Investment
Agency

Organised By:



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Free Admission but Pre-Registration and Pre-Acceptance are required.

Please register at:

https://us06web.zoom.us/webinar/register/WN_HvWeC3jkR4GgQQVJvnMDNw

The **Singapore Manufacturing Federation (SMF)** together with **Enterprise Europe Network (EEN Singapore)** in partnership with **Embassy of the Kingdom of the Netherlands** and **Netherlands Foreign Investment Agency (NFIA)** will be organising a Zoom webinar on “**The Netherlands: Digitalisation Solutions Fit for the Future and its' role as Gateway to Europe**” on **Wednesday, 13th October 2021 from 1500HR – 1630HR Singapore Time**. This Zoom webinar is complimentary for all participants but preregistration and pre-acceptance for the virtual webinar will be necessary.

Digital transformation is part of many businesses' day-to-day operations and it is necessary for companies to continue to strengthen and enhance their digital capacities and capabilities in order to be competitive in their business. In this webinar, you will learn how to incorporate the Dutch Smart Industry into your business model to give your company a competitive advantage through information, digitisation, and supply chain solutions that will improve quality, increase flexibility, increase automation, enhance participation within the value chain and enhance interaction with customers. This sharing session will focus on the emerging Dutch Innovative Trends for Businesses, including case studies, opportunities, and challenges presented by our guest speakers to businesses interested in European smart industry trends and markets.

The Netherlands' Business Climate

The Netherlands, commonly known as the "Gateway to Europe," is one of the best countries in the world for corporate investment due to its strategic location on continental Europe and easy access to major European economies.

Along with its physical connectivity, the country's multilingual and well-educated skilled workforce, superior Dutch logistics and distribution network, collaborative supplier network, high-quality digital infrastructure, and innovation ecosystem make it a highly appealing destination for companies looking to establish collaboration or expand business into Europe.

The Netherlands is well-known for its rich heritage of network and cluster collaboration and is one of the countries in EU leading in a wide range of innovative products, solutions and technology. The country has developed a high-quality ICT infrastructure that connects the country to the rest of the globe, establishing it as a world-class innovator today. The Smart Industry concept is described as the sharing of information between companies and the use of 'smart' solutions. In short, the Netherlands has the infrastructure to play the leading role in the framework of Smart Industry.

Why You Should Attend This Webinar?

In this webinar, you will learn how to incorporate the Dutch Smart Industry into your business model to give your company a competitive advantage through information, digitisation, and supply chain solutions that will improve quality, increase flexibility, increase automation, enhance participation within the value chain and enhance interaction with customers.



Kingdom of the Netherlands



Tentative Programme, Wednesday, 13th October 2021, 1500hrs to 1630hrs Singapore Time.

SG Time	Details
1500 HR	Welcome Remarks by Douglas Foo , President of Singapore Manufacturing Federation.
1505 HR	Opening Address by Her Excellency Margriet Vonno , Ambassador Extraordinary and Plenipotentiary of Netherlands Embassy to Singapore
1510 HR	Presentation on Overcoming supply chain challenges in manufacturing using analytics by Mr Pieter Stoeltie , Vice President APAC of Districon Solutions
1525 HR	Presentation on Demystifying digital twins: how can they help in realizing a sustainable industry by Mr Bart Brink , Global Program Director Digital Twin of Royal HaskoningDHV
1540 HR	Presentation on Demcon Smart Machine Base (SMB): a flexible and modular platform for high end production automation by Mr Edwin Gerritsen , Business Developer of Demcon
1555 HR	Presentation on The Netherlands, Your Gateway to Europe by Ms Adeline Tan , Area Director of Netherlands Foreign Investment Agency
1605 HR	Q&A Session
1630 HR	End of webinar

Speaker Biography



Mr Pieter Stoeltie
Vice President and Senior Consultant
Supply Chain & Optimization
Districon Solutions APAC

Pieter Stoeltie is a senior consultant at Districon; a consultancy firm delivering supply chain advisory and solutions services. Holding a master's degree in Econometrics and Operations Research, he has 10+ years of experience in designing, developing and implementing supply chain visibility, planning, control and optimization (software) solutions, for companies like Xerox, Heineken, Adidas, IBM and Air France-KLM. His current activities include project delivery management and lead development in Asia Pacific.



Mr Bart Brink
Global Program Director Digital Twin
Royal HaskoningDHV

Bart Brink is leading Royal HaskoningDHV's Digital Twin program. He is responsible for driving the company-wide positioning and portfolio development.

He has been working with clients and partners across the globe and various sectors (industry, water, government, maritime and aviation) on developing the digital twin concept as key driver for sustainability, climate change and business resilience. Bart has over 16 years' experience within the Industry & real estate sector. He delivered multiple strategy consultancy projects and had various leadership roles in both commercial, technology and general management roles.

Next to these roles in Royal HaskoningDHV, Bart is also the Chair of the Digital Twin Working Group of Building Smart International. This working group connects thought leaders from academic, country and industry perspective to inspire, connect, align and learn on digital twins across the globe.



Mr Edwin Gerritsen
Business Developer
Demcon

Edwin is heading business development at Demcon Industrial Systems; a leading supplier of production technology and automation from the Netherlands. He holds a master in mechanical engineering from the University of Twente (NL) and joined Demcon after spending more than a decade working in the energy sector. Edwin has a passion for technology and enjoys to work closely with clients to define the best production solution. Helping MedTech companies to scale-up production in an economical way has been his key focus for the last years.



Ms Adeline Tan
Area Director of Singapore, Australia,
New Zealand
Netherlands Foreign Investment
Agency (NFIA)

Adeline Tan is part of the pioneer team building the foundations and networks to start the Netherlands Foreign Investment Agency (NFIA) offices in Singapore in 2007 and then again in Australia in 2019. She currently serves as Area Director – Singapore, Australia and New Zealand for the NFIA. In her role, she assists companies in the above-mentioned countries to expand, relocate or diversify their business in the EU via the Netherlands.

Having spent time in Europe, Australia and Singapore, she acts as a bridge amongst the various cultures when doing business. Prior to joining the NFIA, she worked in both the FMCG and Oil & Gas industry. Adeline holds a Masters in Economics and a Bachelor's in Business and has a passion for starting up in new markets.

Organised By:



Kingdom of the Netherlands



All companies interested in knowing more about the Netherlands' emerging 'smart' solutions are encouraged to attend the webinar. Attendance is free-of-charge but pre-registration is strictly required and pre-acceptance is necessary. Please note that the organisers reserve the right to accept or decline your registration. If your registration is accepted, a link will be sent to you to join the webinar session.

We urge you to join and register for the zoom webinar ASAP via registration link:

https://us06web.zoom.us/webinar/register/WN_HvWeC3jkR4GgQQVJvnMDNw

Alternatively, you can also scan the QR code:



Webinar on "The Netherlands: Smart Manufacturing Technologies Fit for the Future"

Wednesday, 13th October 2021 @ 1500hr (SGT)

REGISTRATION FORM – Please fill up all items and return by 13th October 2021

Company Name:	Membership: <input type="checkbox"/> SMF Member <input type="checkbox"/> Non SMF & Non TAC Member <input type="checkbox"/> Member of other Association and Chambers please specify: _____
Company's Product & Services:	
Number of Employees in Organisation:	
Name of Attendee 1:	Name of Attendee 2:
Designation of Attendee 1:	Designation of Attendee 2:
Email:	Email:
Office no: Business Mobile no:	Office no: Business Mobile no:

Administrative Details:

- Please email registration form to SMF by 13th October 2021. The organisers reserve the right to accept or decline your registration.
- We will send the webinar link to you if you are accepted.
- Only accepted and confirmed participants will be admitted to this webinar.

For registration or enquiries, please contact: **Ms Katherine Heng:- katherineheng@smfederation.org.sg (DID: 6826 3031)**
or **Ms Renee Boh:- renee.boh@smfederation.org.sg (DID: 6826 3030)**

**By submitting this form, I and my company agree that the Singapore Manufacturing Federation (SMF) may collect, obtain, store and process data that I and my company provide in this form for the purpose of helping me and my company to receive updates, news, promotional and marketing mails & materials from the SMF and other partners so as to provide services to my company.*