

Thriving development of the Business Park Borchwerf:

‘Sale of construction-ready sites to international companies continues as usual’

The present economic climate does not seem to be affecting Business Park Borchwerf. Director Leo Welters of Borchwerf II CV: “We are continuing to sell sites on the business park as usual this year. The direct availability of large sites situated at the motorway between Antwerp and Rotterdam is excellent for doing business. Furthermore, companies become owners of the land when they purchase from us, and we see that it is a plus for many entrepreneurs. This year, we expect to sell at least 16 hectares of construction-ready land, mainly to large international logistics-focussed companies.

“If we benchmark this with other business parks in the North-West of Europe, we are still head and shoulders above others,” according to Leo Welters, director of Borchwerf II CV, who sells the sites. Borchwerf II CV is a Public Private Partnership in which the municipalities of Roosendaal and Halderberge and the listed building company Heijmans NV participate.

More than a hundred companies established within a short period of time

In 2005 the sale started, and now more than a hundred companies are situated at Business Park Borchwerf, most of which

have an international focus. Leo Welters: “This success mainly derives from the good location with regards to the harbours of Antwerp and Rotterdam, which are a half hour drive away, in an area with relatively little traffic and a direct connection to motorway A17. We are also the only ones in this area that offer large sites that are located directly on the motorway. Furthermore, the business park is very spacious. About half of the area is sold in construction-ready sites to companies. The other half is for roads, landscaping and water. Besides that, there are agreements about a uniform appearance of, for example, the

green area located next to the main road and the fences around the companies. In this way, the quality of the location is obtained, whereas the site price remains competitive and this is highly appreciated by companies. For sales, we closely cooperate with the Netherlands Foreign Investment Agency (NFIA), Brabant Development Agency (BOM) and Southwest Brabant Development Agency (Rewin) and with a number of commercial international brokers and developers.” ■



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Forever Direct EU delivers to ninety-three countries from Business Park Borchwerf



Managing Director of Forever Direct EU, Martin Zegers, here standing at the left: “Forever Living Products and Forever Direct EU are family businesses, and it was a conscious choice to enter a long term relationship with HVBV Real Estate B.V. which is also a family business in a great financial position and with a very good reputation. Adriaan Molenschot, director of HVBV Real Estate B.V., here standing at the right: “As the development partner, we transfer our expertise to meet the requirements of Forever Direct EU in the construction and building process. At the same time, we ensure the value of the distribution centre for the long term.

Forever Living Products sells Aloe Vera-based health and beauty products in a hundred and sixty countries all over the world. In the future, the company will work with three to four regional distribution centres in the world. The first of these in the Netherlands started four years ago in 2008 and will move in November this year to Business Park Borchwerf.

Director Martin Zegers of Forever Direct EU: “Twenty to twenty-five containers per week will arrive from the USA to our distribution centre at Business Park Borchwerf. Our incoming containerized load will mainly be transported through the deep sea harbour of Moerdijk, because the prices of terminal handling there are significantly lower than in Rotterdam or Antwerp. Transportation for the last 17 kilometres from Moerdijk will take place by lorry. The outgoing containers of Forever Direct EU will be exported through the harbours of Rotterdam and Antwerp to ninety-three

countries. 30% of the export is transported to Africa and 20% is transported from our new facility at Business Park Borchwerf to England, the Scandinavian countries, the countries around the Mediterranean Sea, Russia, Kazakhstan, the Baltic states, Greece and Israel. The other fifty percent is transported by containers to local distribution centres all over the world. For the coming years, we expect an overall increase of about 5% per year.”

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De Rooy Warehousing chose Business Park Borchwerf

'The central location in the Benelux area was decisive for us'

De Rooy Warehousing B.V. specialises in the distribution of white goods for Whirlpool, Samsung and Candy Hoover. De Rooy delivers between 1,500 and 2,000 m³ of white goods to four hundred clients in the Benelux area on a daily basis. The choice for the establishment at Business Park Borchwerf was made due to the central location in the Benelux area and the good connections to the Randstad, to Belgium, Luxembourg and to the harbours of both Antwerp and Rotterdam.

"Business Park Borchwerf is easy to access and to leave via the motorways A16, A17 and the A58," says Theo Bressers, director of De Rooy Warehousing B.V. More than a hundred employees work in multiple shifts between 6.00 h and 23.00 h, five days a week. Deliveries are made with fifty lorries a day. The services of this company focus on the warehousing and distribution of the off-warehousing part of the logistics for the white goods industry.

Unique warehouse system with patented clamp trucks

The location at Business Park Borchwerf is 4.5 hectares in size and has 45 loading and unloading doors. The supply arrives by lorry, mainly from Poland and Italy and also from sea containers via Rotterdam and occasionally Antwerp. There are daily deliveries from a stock of 200,000 items. Loading takes place by loose-loading with patented clamp trucks. The clamp pressure is sensor-regulated for the different sizes of

the white goods that are lifted at the same time. In this manner, up to 12 items can be lifted at the same time and loaded into the lorry. Pallets would need to be a different size for every product, and would only hinder this process. Therefore, products with different sizes would be less stackable, and due to the risk of displacement on top of the pallet, the internal logistics would proceed much more slowly. Furthermore, the use of pallets would lead to volume loss inside the lorry. Theo Bressers: "Working without pallets makes efficient business operation possible for us, with a stackability of up to 10 metres in height. Our expertise of the white goods industry has been refined more and more in the recent years in a process of constant improvement, in agreement with our clients. Because of this, we are able to deliver a reliable and constant quality at a low price."

Accessibility by rail important

Making the Business Park Borchwerf ac-

cessible by rail is important to De Rooy Warehousing BV. Theo Bressers: "Some of the products will be delivered via Italy, and traditionally, the people there are used to delivery by rail. In our former location in Oosterhout, we had access to rail transport as well, so we have already worked with this. As soon as the rail access is created at Business Park Borchwerf, deliveries from Italy will once again be by rail."

Company building based on a scenario of growth

The footprint of our building is based on growth in the following ten years. Theo Bressers: "We still have 9,000 to 10,000 m² available for new clients, including 8,000 m² cross-docking capacity. Furthermore, we are well positioned with another 22,000 m² lot at Business Park Borchwerf for handling white goods and related goods that can be loose loaded with clamp trucks. The expertise of de Rooy Warehousing B.V. lies in helping companies to come up with solu-



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tions to logistics problems." De Rooy Warehousing B.V. is part of De Rooy Transport B.V. in Son, which focuses on the transport of lorries and tractors. ■

The Heylen Group can see opportunities for logistics companies

The Belgium Heylen Group can see opportunities for logistics companies who are now looking to the future. Wim Heylen: "The distribution centre that we created at Business Park Borchwerf for the American company Warnaco is called 'Centre Court 21', because of its central position between Antwerp and Rotterdam, directly located at exit 21 of the A17 motorway. From this centre, Warnaco has controlled the heart of the logistics operation in Europe, the Middle-East, and Africa since 2010."

For logistics companies, it's all about the position with regard to the harbours and the hinterland. Wim Heylen: "At the same time, logistics companies are looking for large sites close to the motorway. Furthermore, it is important that there is a qualified workforce in the region. The municipalities of Roosendaal and Halderberge do not have an excess concentration of companies, so it is not difficult to find employees and the people in the West-Brabant region are motivated. All in all there is a great business climate at Business Park Borchwerf that fulfils the needs of multinational logistics companies. Especially for those companies that are aiming to migrate in the future and are now moving ahead."

Only long-term contracts are of interest to us

"Our clients know us as dynamic, accurate and reliable. As a family business, we focus on lasting and long-term relationships. This means that rental contracts for three years are not of interest to us.

Companies that want a short-term rental contract should move to an existing building, instead of searching for a new one. Short-term and long-term thinkers do not mix, so we are only looking for companies with the same DNA as we have, that focus on substantial construction, substantial structures, good foundations and a rental contract for the next ten years. Perhaps it is possible to save costs on the creation of a building, but we do not. I am not afraid to say that our building at Business Park Borchwerf is the most durable and solid of the buildings here. We customise state of the art company buildings to match the desires of the client. And we're even doing better by adding second life principles to the building: we always make it slightly better than our clients desires with better flooring, more free height clearance, and even smoother finish on the floor to name just a few examples," says Wim Heylen.

We like to help, to come up with ideas

The Heylen Group mostly sees opportunities for logistics in real estate development,

because this section is currently moving the most. Wim Heylen: "The definition of logistics is broad. Sometimes it concerns just storage and distribution, but it could also involve postponed manufacturing, for which the products are customised just before they are purchased through retail channels. These companies work JIT, which involves delivering semi-finished products to destinations in Europe at the agreed time, to make it possible to work practically without stock. Or it concerns combinations of systems which create different complexities. We also like to consider the development that is needed for these core processes in logistics. In this period of time, we see growth in the stream of goods between both harbours of Antwerp and Rotterdam and France, Germany and Eastern-Europe, which opens up interesting business opportunities. I see several companies in our business network taking action right now to prepare for the next period of growth and we're helping them with the real estate that fit the market requirements for the next decade."

If our partners are successful, then so are we
The Heylen Group is mainly active in the area of real estate development in Belgium and in the Netherlands at Business Park Borchwerf. Wim Heylen: "Currently we are also creating a distribution centre in Italy for one of our existing clients. Our method is mostly no cure no pay, and we take the process a long way, without any certainties beforehand or obligations on the side of our purchasers. Also we always come up with ideas for company processes. We think that if our partners are successful, then so are we."

Furthermore, Heylen Group itself also invests directly in companies - including in a retail organisation for the delivery of white and brown goods - therefore we know what it means to run a logistics business ourselves and the demands thus made on real estate. We are not the biggest nor the smallest developer and we are quite comfortable with this position in the real estate market. Our ambition is to form long-term relationships with interesting clients. Currently, we also work with American and Japanese companies."

The Netherlands: a friendly country for foreign companies

Like Belgium, The Netherlands is a friendly country for foreign businesses. Wim Heylen: "This country enjoys a high level of stability and legal security. As a foreign

The Netherlands: to Mizuno the ideal feedback market for the rest of Europe

Mizuno was founded in 1906 and today it's one of the best known worldwide top sporting goods manufacturers. At the Olympic Games in London this summer, many of the winning athletes wore Mizuno sportswear. Mizuno supplies sportswear and the equipment for baseball, golf, running, track and field sports, football, indoor sports like volleyball and handball, table tennis, swimming and judo.

The European market is emerging for Mizuno and from a European perspective the Netherlands are an ideal country for launching new products. Director Mizuno Corporation Netherlands, Jean-Paul van der Linden: "In The Netherlands we are known for wanting to try new things. At the same time, we Dutch people are committed, crystal clear and maybe somewhat direct in our judgment and our responses. This results in valuable consumer feedback via our dealer network and that is something we greatly appreciate. Also, our market in the Netherlands can be characterized as open, very tight and with very tough competition. These factors make The Netherlands for Mizuno the ideal feedback market for the rest of Europe. A successful product launch here is a good indicator for the possible success of a new product in the rest of Europe. From this perspective, all of our efforts in The Netherlands open in most cases the gateway to the European market.

Founding Mizuno Corporation Netherlands was an important next step

In Northwest Europe, Mizuno has offices in the UK (European Headquarter), Germany and France. Prior to his job at Mizuno, Jean-Paul van der Linden worked for fifteen years for a top sportswear distributor in Roosendaal, with Mizuno as main brand. Two years ago, Mizuno decided to open their own office in the Netherlands. The Japanese board proclaimed their trust in Jean-Paul van der Linden to take the lead and that was the start of Mizuno Corporation Netherlands on January 1st 2012.

Particular focus on these premises

At the beginning, there was an interest in locations in Amsterdam and Rotterdam for a short period, but soon the company focused on Business Park Borchwerf. Jean-Paul van der Linden: "together with the Japanese board, in The Netherlands we targeted our present business location at a very early stage. For several times,



Director Mizuno Corporation Netherlands, Jean-Paul van der Linden: "A successful product launch here is a good indicator for the possible success of a new product in the rest of Europe. From this perspective, all of our efforts in The Netherlands open in most cases the gateway to the European market."

I made inquiries about the availability of the premises and I'm very pleased that in the end we succeeded in locating Mizuno Corporation Netherlands at Business Park Borchwerf. By doing so, we are now located strategically in the Benelux, between the harbour of Antwerp, where Sumitomo Warehouse GmbH imports all of the Mizuno sportswear and equipment for Europe and our showroom at the sporting goods retail purchase centre Brandboxx in Leusden in the Netherlands."

Driving on the international highway A17 within the minute

Jean-Paul van der Linden: "An important advantage of a business location at Business Park Borchwerf is that we can access the international highway A17 within a minute, with easy access to most of our

clients' offices within the hour. Every day we receive compliments from our business contacts about the ease of reaching our premises. We are literally easy to find. Traffic jams seem only to occur near the places where others in our network have their businesses located, whereas the traffic at our premises is fluid at almost any given moment. The visibility from the highway A17, the easy access and the spatial layout of Business Park Borchwerf mean conditions are favourable for our business. And another important consideration is that the tariffs per square metre here are quite good compared to Amsterdam, Rotterdam, Brussels or Antwerp. For us, Business Park Borchwerf delivers the right real estate conditions to benefit our key business processes." ■

at Business Park Borchwerf



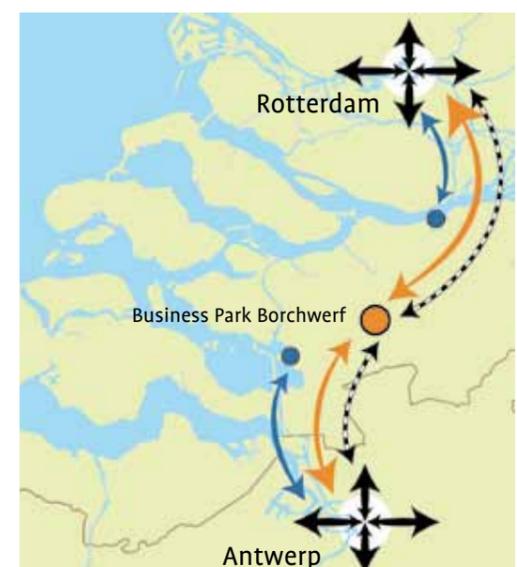
Wim Heylen:
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business, you can agree on a 10-year taxation program with the central government, which will then be implemented. In other areas it is also possible for companies to enter good agreements. This is the rea-

son why many European Headquarters of multinational companies are already situated in The Netherlands and this opens up interesting opportunities for others." ■

Synchromodal transport at Business Park Borchwerf

The use of synchromodal transport is the norm for the companies at Business Park Borchwerf. Most of the companies take care of their imports and exports via the Harbours of Antwerp and Rotterdam and the motorways A17 and A58 for the final miles. Several of the companies are also importing by rail from Eastern Europe, South Germany or Italy via Antwerp or Rotterdam, while other companies make use of the bargeterminals at Moerdijk and Bergen op Zoom at a distance of approximately seventeen kilometers from Business Park Borchwerf. ■



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Supply Chain reorganised

The logistic process of Forever Living Products has been completely rearranged. Martin Zegers: "Our assignment was to structurally relief the production facility in America by reorganizing the logistics. Today, for distribution to ninety-three countries, America has one destination: our distribution centre in the Netherlands. We handle everything else from this location. At the moment, we are in the middle of reorganizing the supply chain for the coming ten years. We are working with five new software systems. From an organizational point of view, this takes some work. At the moment, most of the new systems have been implemented and we are now working towards the last step: the integration of the individual systems into a totally new system. We work with a system of forecasting for the next three to six months. The sales and operational planning for Forever Living Products are now made through a worldwide ERP system, for which we made the conversion from the Netherlands."

From Borchwerf fulfilment to eighteen countries

From Borchwerf Forever Direct EU also deals with the fulfilment to hundreds of thousands of distributors in eighteen

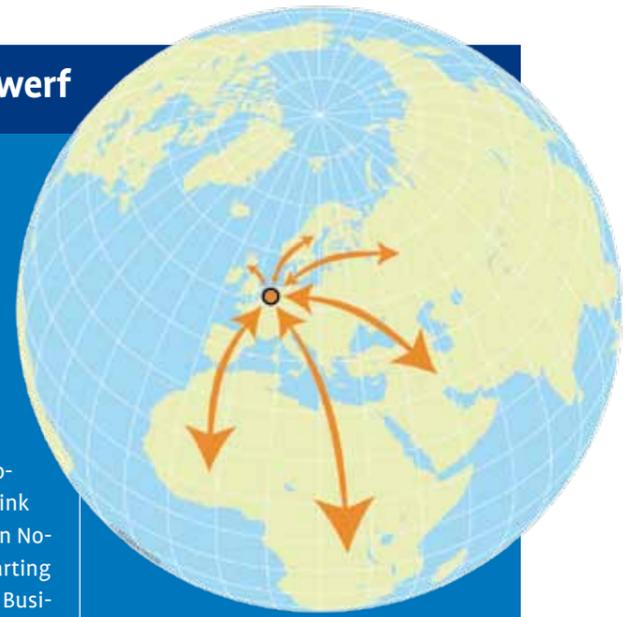
countries. Martin Zegers: "Before, Forever Living Products had eleven distribution centres in the Benelux area, Scandinavia, Germany Austria, Switzerland, Italy, Spain, Portugal, England, Ireland and France. In the new situation, we have one Forever Direct EU distribution centre at Business Park Borchwerf. With the investments we are making here and the economy of scale, a significant amount of costs can be saved. Forever Direct's delivery area represents one third of the worldwide turnover in the EMEA region. With respect to Brazil, India and China, the EMEA region is characterized by much smaller distances, with a much larger population density. In North-West Europe, the Netherlands is one of the most ideal countries for locating our business. There is a lot of knowledge of logistics, a good infrastructure, a friendly tax climate for foreign enterprises, and logistics that are already highly organised, which is a result of the large transportation volume in the area. Customs procedures are clear in the Netherlands, to the point and progressive and we really appreciate that. At Business Park Borchwerf we are located exactly between the harbours of Rotterdam and Antwerp, just outside the very crowded areas and with good connections to the hinterland. Furthermore, at Business Park Borchwerf you become the owner of the land, and that was also an important reason for us to establish our company here."

Focusing on November this year

Forever Direct EU is opening for business at Business Park Borchwerf with work for from a hundred up to a hundred and twenty five employees. Momentarily, Forever Direct is looking for opportunities to expand further at Business Park Borchwerf. "More costs can possibly be saved if we could do part of the production here, but we still have to think about this. For now we are focusing on November this year, when we will be starting to use our new distribution centre at Business Park Borchwerf. We officially open on March 23rd of next year," says Martin Zegers.

HVBM Real Estate B.V. develops the building for Forever Direct EU

The choice for the new location of Forever Direct EU has been guided by the international broker CB Richard Ellis. The real estate developer is HVBM Real Estate B.V. Martin Zegers: "Forever Living Products and Forever Direct EU are family businesses, and it was a conscious choice to enter a long term relationship with HVBM Real Estate B.V. which is also a family business in a great financial position and with a very good reputation. The cooperation between Forever Direct EU and HVBM Real Estate B.V. is excellent. We are creating a dedicated logistics location, and are con-



In this visible part of the world, Forever Direct EU delivers to ninety-three countries from Business Park Borchwerf.

stantly coordinating so as to attain an optimal result." Adriaan Molenschot, director of HVBM Real Estate B.V.: "As the development partner, we transfer our expertise to meet the requirements of Forever Direct EU in the construction and building process. At the same time, we ensure the value of the distribution centre for the long term. It is a great process to carry out the construction for Forever Direct EU at Business Park Borchwerf. Together with Forever Direct EU, we are working towards the deployment of the building in November of this year." ■

Saleable area increases: new sites available on Business Park Borchwerf

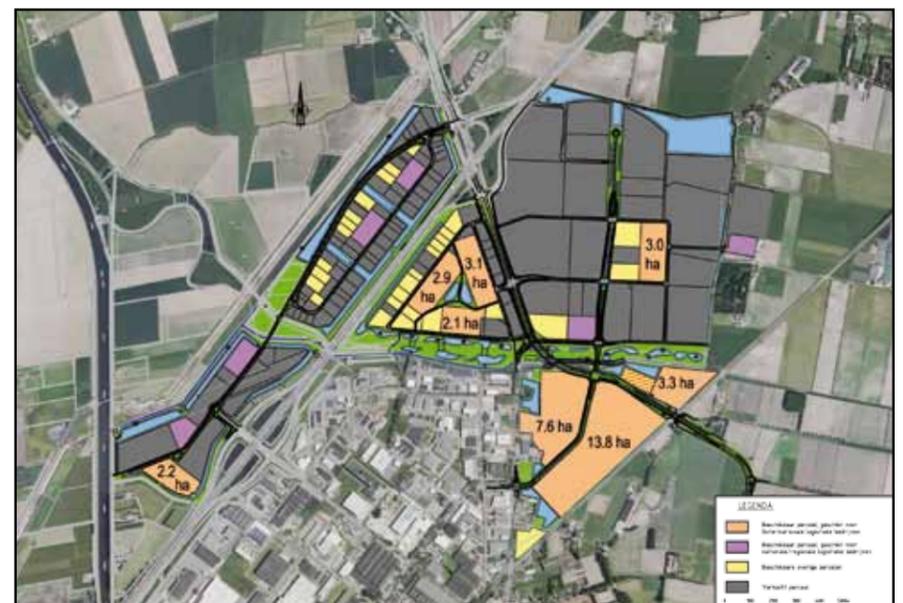
Business Park Borchwerf is increased to the South-East with another twenty-five hectares, divided over three sites. Besides that, three extra sites have become available in the central part of the Business Park with a total of eight hectares and on the earlier developed part of the Business Park, the last two sites of more than two and three hectares are still available at the moment.

If you would like to receive more information about the options for your company at Business Park Borchwerf, please contact the Account Managers of Borchwerf II CV: Richard Elich through r.elich@borchwerf2.nl or Kitty Wiegmans, k.wiegmans@borchwerf2.nl. You can also contact them by phone on 0031 165 518719. You can find more and current information about Business Park Borchwerf on

www.borchwerf.nl. You can also find visual maps of the business park here, which show you which lots are still available.

All companies take part in parkmanagement

At Business Park Borchwerf, all companies take part in park management. Security cameras are provided, the management of the general area is excellently organised, and there are several collective facilities optionally available, such as a connection to the fibre optic network or the collective purchase of power. Furthermore, there is a category IV secured lorry parking lot and a facilities centre with multiple facilities for companies. "We are also very happy with the catering cluster that has been created at the A17 motorway in the past



few months and we hear this is much appreciated by companies," says Leo Welters. It is a plus for many companies that the

structured approach of the real estate of Business Park Borchwerf is expected to increase in value. ■

The way is clear for working together in 'DeltriRegio', the top region for maritime and logistics

The City region Rotterdam, the combined Drecht cities and West-Brabant are partnering with the Harbour of Rotterdam and the provinces South Holland and North Brabant to ensure optimal use of space for maritime and

logistics businesses in the DeltriRegion. A productive use of space, efficient supply chains and better use of existing business areas are necessary to promote development of the region. Deltri Region official reports commend Business Park Borch-

werf: "This business park in Roosendaal / Halderberge is an example of an area that has positioned itself well on the market with easy access, large business sites and spacious premises." ■



Colophon

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