



THE CONSULATE GENERAL OF THE NETHERLANDS INVITES YOU TO A:

# Trade Mission to the Netherlands

Including a visit to a major Dutch recycling trade show



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# WASTE MISSION INFORMATION

The Dutch are renowned for their progressive and successful approach to waste management. They have succeeded at literally achieving a close to zero waste to landfill through a variety of programs.

Following up on our very successful 2011 and 2013 trade missions, the Consulate General of the Netherlands in Toronto is pleased to invite you to a waste management themed Trade Mission and study tour from September 20 to 27, 2014.

It is important to note that the trade mission is shaped by the interests and tailor-made for the delegates and what they want to see and experience!



## Focus of the Trade Mission:

The Trade Mission is focused on various waste management site visits but also includes meetings with policy makers and a visit to a major recycling trade show. The Trade Mission covers the following:

### SITE VISITS

- Advanced Sorting Equipment;
- Anaerobic Digestion;
- Composting;
- Waste to Energy.
- Innovations in waste water treatment (Thermal Hydrolysis)
- Hospital waste management

### POLICY DISCUSSIONS

- Circular Economy.
- Waste Management Policy;

### TRADE SHOW

The Trade Mission includes attendance at the Netherlands' largest annual recycling trade show "Recycling 2014" in Gorinchem. This will provide an opportunity to obtain an overview of Dutch technologies and waste management programs.

### Delegates' costs:

- Registration fee (\$400) payable to 2cg Inc. for administration costs;
- Flight, (around \$1,100, delegates book themselves);
- Transfer to and from airport;
- Hotel (hotels will be selected and booked) (around \$1,600);
- Some meals

## The Consulate General will be responsible for:

- Transfers from hotel to conference and various site tours and meetings;
- Some meals.

## The tentative itinerary for the Trade Mission is as follows

- |                     |   |
|---------------------|---|
| <b>20 September</b> | Depart for the Netherlands                                  |
| <b>21 September</b> | Arrive in Amsterdam, the Netherlands                        |
| <b>22 September</b> | Tour of Waste Management Facilities                         |
| <b>23 September</b> | Attend Recycle "2014 Conference"                            |
| <b>24 September</b> | Tour of Waste Management Facilities                         |
| <b>25 September</b> | Tour of Waste Management Facilities                         |
| <b>26 September</b> | Tour of Waste Management Facilities<br>Networking reception |
| <b>27 September</b> | Return to Canada  |

## Booking:

If you are interested in attending please contact Paul van der Werf who is coordinating the trade mission on behalf of the Consulate General of the Netherlands in Toronto.

2Cg, Paul van der Werf  
+1 519-645-7733 or  
2cg@sympatico.ca

**Please book by 30 April 2014. To make the trade mission meaningful we have limited the number of attendees to 10.**



# TRADE FAIR “RECYCLING 2014”

“Recycling 2014” is the 5th edition of the Netherlands premier recycling trade show. The trade show takes place from Tuesday 23 September to Thursday 25 September 2014 in the conference centre of Gorinchem and it is the only trade show that combines all different segments of waste management in one place. Recycling 2014 includes a wide array of waste management technology providers and other waste management service providers from across the Netherlands and beyond. It is a great place to learn about technologies used in the Netherlands and Europe as well as what is new and upcoming. Last but not least, Recycling 2014 offers excellent opportunities to exchange information, get inspired, make new contacts and strengthen existing ones.



## The trade fair

will be a great opportunity for you to gather information on the latest and most innovative techniques in recycling and waste collection and diversion, as well as a perfect meeting place for all segments of the recycling industry. Along with the trade fair there will be network sessions, industry discussions and keynote speakers.

## The industries

that will be present at the trade fair have a wide range of activities. Businesses in construction and demolition waste are active in dismantling, sorting, separation or processing of construction and demolition (C&D) waste. The metal and vehicle dismantling industry is active in recycling both ferro's, non-ferro's metals. Meet with the leaders in recycling of paper, batteries, glass, rubber and WEEE. Finally, the services industry is dominated by businesses, organizations and government institutions aiming at awareness, knowledge transfer, consultancy, working conditions and regulations, cleaning, automation and financial services.

## Matchmaking especially for the Canadian delegates

can be organized upon request. This will speed up the interaction with potential business relationships and will open up trade and international partnership opportunities between Canada and the Netherlands.

## Lack of space

and a growing environmental awareness forced the Dutch Government into taking measures early on to virtually eliminate landfilling of waste. This, in return, gave companies the confidence to invest in more environmentally friendly solutions. By now, the Netherlands are known as leaders in waste management solutions. Specific knowledge areas include composting, anaerobic digestion, advanced collection and separation systems and energy from waste.

## The Dutch approach is simple

Prevent the creation of waste, recover the valuable raw materials from it, generate energy by incinerating residual waste (EfW) and only then landfill what is leftover. This model is known as Lansink's Ladder. Through this approach about 80% of the waste is recycled and only 3% is landfilled. To achieve this, it is essential to plan on a national level, have extended producer responsibility (EPR) and stimulate prevention and recycling.

## “Recycling 2013” Statistics:

- 7,500 visitors
- 70% on decision making level
- 200 exhibitors
- 98,000 ft<sup>2</sup> trade show area

“When you are part of an industry for so long, it is easy to become stale with accepted business practices. This mission is the kind of trip that breathes in some fresh perspective on how things could be. As the dutch deal with their own issues, they have developed unique solutions that are readily transferable in our environment. The week is a great return on investment.”

Francis Veilleux,  
Canadian Delegate of the Recycling Trade Mission 2013



## A WORD FROM THE CONSUL GENERAL

The Netherlands is an acknowledged world leader in waste management. Its own waste chain is particularly well organized. The Netherlands has much to offer to international partners, from expertise in legislation to technologies recovering valuable resources for re-use.

The Dutch have developed remarkable technologies and are known to be innovators in the waste management industry. For the Dutch, waste is not just “waste” but rather a new resource. Stringent rules and regulations and a constructive cooperation between industry and trade unions have resulted in a rather profitable recycling industry. Very high recycling rates can be found in various sectors like IC&I waste, C&D waste, e-waste, recycling of large appliances (like refrigerators) as well as in the automobile sector. As an example, the centre of Vehicle Recycling in the Netherlands (ARN) will help to achieve a 95% recycling target in 2015. Our approach is simple: avoid creating waste as much as possible, recover the valuable raw materials from it, generate energy by incinerating residual waste, and then, and only then, dump what is left over – but do so in an environmentally friendly way. The result is remarkable: the Netherlands has a landfill rate of less than 3%.

With strengths in areas like Energy from Waste (EfW), composting technologies, high-tech sorting and separation equipment, the Dutch have become global players. In Canada the Dutch are partnering with local Canadian companies to build world class facilities (like the ones in Ottawa, London, Hamilton, Guelph etc.)

We believe it is time to move away from our current linear take-make-waste economy and accelerate the transition towards a system that is in balance with and inspired by nature: the circular economy. An essential element is to structure business models so that manufacturers are rewarded for keeping resources in use rather than for creating the cheapest products (that consequently are quickly disposed). Since products are kept in use, the embedded energy, materials and labour are preserved. This in itself adds value compared to maintaining the status quo.

We have an excellent reputation in doing business and are constantly at the forefront of new developments. The Netherlands and Canada are innovative, creative and reliable partners.

I would like to invite champions of industry, institutions and Government to join this trade mission and I wish the participants in the Trade Mission to the Netherlands every success.



**Anne van Leeuwen**

*Consul General*

*Consulate General of the Kingdom of the Netherlands in Toronto*

