

FRYSLÂN EXPERIENCE CENTRE IN THE WORLD OF DAIRY

Milk powder:
Asia and North Africa
Cheese:
Russia and the US
Know-how
Education and research
Equipment



EXPORT

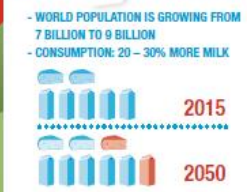
Growth markets
Middle East
Southeast Asia
North Africa
European Union

Employment opportunities
excellent trained staff
(at all levels)
1,500 new
jobs
(supply, processing
and postrery)



EMPLOYMENT OPPORTUNITIES

Good life
and work
atmosphere
in Fryslân



Excellent
infrastructure
(rail, waterways, roads)
Laws and regulations
Cooperative authorities
Attractive
location factors



BUSINESS CLIMATE

Business
Development
Lobby

Excellent
education system
Continuous learning pathways
(student flow Vocational -
University of Applied Science -
University)
Skill set development
Specialisation
Problem based
learning



EDUCATION

Internationalisation
(promoting staff, research
and student exchanges)
Knowledge exchange between
education and business throughout
applied research projects
(international developments,
updates from the field and
professional
development)

- QUALITY
- HEALTH
- FOOD SAFETY
- SOIL AND GROUNDWATER
- SUSTAINABILITY AND INNOVATION
- EXCELLENT CRAFTSMAN- AND ENTREPRENEURSHIP



Creating
an exceptional
(international)
market position



MARKETING

Market demand,
sustainability, milking,
farming systems, grazing,
sensor technology,
closed loop system,
cooperation
with SMEs



INNOVATION

Access to
knowledge about
Food & Nutrition Delta,
Food Valley,
Wageningen UR,
University of
Groningen,
Innovation Centres

CLOSED LOOP



Producer
(GRASS)

Consumer
(GLASS)

INTEGRATED DAIRY CHAIN