

INVITATION

*The 24th PURPLE General Assembly
hosted by Randstad Region, The Netherlands*

“Advocating the peri-urban dimension of the EU Urban Agenda” Rotterdam-The Hague 8-10 June 2016

The Randstad Region comprises the four Dutch provinces Noord-Holland, Zuid-Holland, Utrecht and Flevoland and aspires to be an economically competitive region in Europe offering a high standard of living. The four provinces, the four big cities and the metropolitan regions collaborate intensively on a variety of issues, including embedding strong peri-urban areas in a competitive regional economy.

The Randstad Region is home to 6.7 million inhabitants (about 41% of the Dutch population) in a territory which comprises only 16% of The Netherlands. Six internationally renowned universities, many large international and national companies, the port of Rotterdam and Schiphol Airport all contribute to the economic power of the region. The success of the regional economy is closely connected to the quality of the peri-urban areas which provide appealing and varied landscapes, sites of innovative entrepreneurship, high-quality food production, recreation, and water storage and management in times of climate change.

The four provinces of the Randstad Region prioritise energy transition and the ‘next economy’, making both urban and peri-urban areas attractive for living, working and investments.

In the Province Zuid-Holland, in the direct vicinity of the bustling Metropolitan Region Rotterdam The Hague one finds characteristic landscapes, important for the identity of that metropolitan area:

- The North Sea Coast: a natural dynamic landscape where open air, sand, water and wind are the key ingredients. A very attractive place to be all year round and especially in summertime. The dunes add to the specific landscape appeal and also play a role in the management and treatment of fresh water.
- The Country Estates (The Hague/Wassenaar/Voorschoten/Bollenstreek area): their wooded areas and historic buildings reflect the wealth of former inhabitants and nowadays form a strong recreational and ecological structure for walking and cycling.
- The Midden Delfland area: an open agricultural landscape of meadows and cows surrounded by built environment. A municipality that preserves traditions and economic value and at the same time provides open space of high quality.
- The Greenport Westland: where highly innovative greenhouses and their related activities are dominant. In former times the Westland area provided fruit and vegetables for the citizens of The Hague. Nowadays the Greenhouses serve the international market.

We will visit these peri-urban areas to see how they relate and connect to the Metropolitan area and provide open space, ecological and recreational value, food and energy, making the region an attractive place to live, work and invest in.

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PROGRAMME

Wednesday 8th of June

- 16.30 – 18.30 Executive Board Meeting – Bilderberg Parkhotel, Rotterdam
- 18.30 Departure by bus to dinner location – “Castle de Wittenburg” at Wassenaar
- 19.00 – 22.00 Dinner
- 22.00 Return to hotels by bus
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Thursday 9th of June

- 09.00 Departure by bus – to Municipality Midden-Delfland
- 09.30 – 13.00 Seminar at Schipluiden (Midden-Delfland)
- 13.00 – 14.30 Lunch – at “Estate Op Hodenpijl”. Local and regional sustainable products
- 14.30 – 17.30 Excursion Midden-Delfland – Round trip by bus in the Midden-Delfland area and in Rotterdam
- 17.30 Return to hotels by bus (there will be an option for those who would like to walk around Rotterdam and see important developments instead of going back to the hotels).
- 18.30 Departure to dinner location in Rotterdam
- 19.00 – 22.00 Dinner
- 22.00 Return to hotels by bus
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Friday 10th of June

- 09.00 Check out hotel and departure
- 09.30 – 11.30 Excursion Westland – Round trip by bus in Westland area
- 11.30 – 12.30 Lunch – in The Hague area
- 13.00 – 15.00 General Assembly – in the Metropolitan Area The Hague/Rotterdam (The Hague)
- 15.30 End of the programme

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REGISTRATION

Registration and information

Please fill in the registration form and return it before 31 May 2016. Please note, your hotel reservations for **Bilderberg Parkhotel** must be made by the 9th of May (see **Hotel reservations**).

Fee

The conference is free. Accommodation and travel costs are at the expense of the participants. For the excursions and dinners we have arranged a bus.

Hotel reservations

For the nights between 8 and 10 June we have made a block booking at Bilderberg Parkhotel Rotterdam (15 rooms). Please observe, you have to make your hotel reservation before the 9th of May using the reservation code as below.

We also want to recommend Holiday Inn Express and Hotel NH Atlanta in Rotterdam. They have excellent prices (breakfast included). But please make your reservation as soon as possible for a good price. You can also choose your own hotel in Rotterdam, but please note that the pick-up places will be at Bilderberg Parkhotel and NH Atlanta.

Bilderberg Parkhotel Rotterdam

Parkhotel.Reservation@bilderberg.nl

Reservation code: PZH080616

Rate: € 145 - excl. Breakfast (per person per night). With breakfast € 19.50 more.

Adress: Westersingel 70, 3015 LB Rotterdam

T: +31 (0)10 436 36 11

<https://www.bilderberg.nl/en/>

Holiday Inn Express

sales@tvhg.com

Rate: between € 110 - € 135 - (breakfast included)

Adress: Weena 121, 3013 CK Rotterdam

T: +31 (0)10 820 2990

<http://www.hiexpress.com/holidayinnexpress/hotels/us/en/reservation>

NH Atlanta Rotterdam

h.barneveld@nh-hotels.com

Rate: between € 110 - € 130 - (breakfast included)

Adress: Aert van Nesstraat 4, 3012 CA Rotterdam

T: +31 (0) 10 206 7800

www.nh-hotels.com

Registration link

<http://purple.surveyltalent.com/survey/purple-general-assembly-and-related-events-2016>

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TRANSPORT AND INFORMATION

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Directions

To Bilderberg Parkhotel

From Rotterdam The Hague Airport(RTM)

Taxi Taxi Charge (one way):€25.00 EUR
Time by Taxi: 10 minutes
Bus Bus 33 to busstop Hoornweg. Then take bus 32 from stop Baanweg to stop Eendrachtsplein: € 2.00 EUR
Time by bus and metro: 30 minutes

From Schiphol

Taxi Taxi Charge (one way): €55 - €65 EUR
Time by Taxi: 45 minutes
Train Intercity to Rotterdam Central Station, then take tram 4 to Marconiplein and depart at station Eendrachtsplein, Rotterdam: € 3.50 EUR
Time by train and tram: 40 minutes

To NH Atlanta

From Rotterdam The Hague Airport(RTM)

Taxi Taxi Charge (one way):€25.00 EUR
Time by Taxi: 10 minutes
Bus Bus 33 to Meijersplein. Then take the metro to E-slinger and depart at station Rotterdam Stadhuis: € 2.00 EUR
Time by bus and metro: 30 minutes

From Schiphol

Taxi Taxi Charge (one way): €55 - €65 EUR
Time by Taxi: 45 minutes
Train Intercity to Rotterdam Central Station, then take tram 23 to Beverwaard and depart at station Beurs, Rotterdam: € 13.50 EUR
Time by train and tram: 40 minutes

Red dots indicate the suggested hotels: 1 Holiday Inn Express, 2 NH Atlanta, 3 Bilderberg Parkhotel.
The transportation during the event will depart from Bilderberg Parkhotel and will also stop at the NH Atlanta, but not at the Holiday Inn Express.

