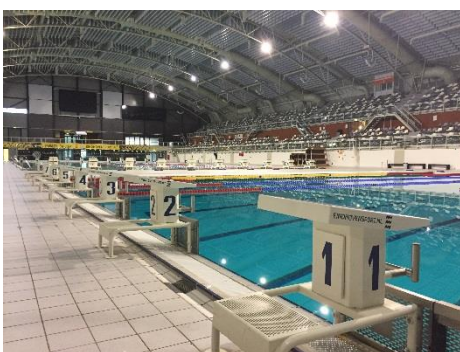


# Program

## Idan Forums studietur til Eindhoven, 23.-25. april 2017

Program pr. 27. januar 2017. Endelig version sendes til deltagerne i god tid inden afrejse.

Alle oplæg er på engelsk. Husk at medbringe sportstøj, hvis du deltager i de fysiske aktiviteter.



Nationaal Zwembad de Tongelreep



HC Oranje-Rood, Gennep Sportparken



SX Eindhoven

## Day 1 - 23<sup>rd</sup> April (optional)

**Location:** Mulier Instituut, Herculesplein 269 (ingang oost), 3584 AA Utrecht

10.30-12.00

Individual arrival. Sandwiches at Mulier Instituut, Herculesplein 269 (ingang oost) in Utrecht

12.30

**Eredivisie football match: Utrecht - Roda Kerkrade**

14.30

**Introduction to Mulier Instituut and trends and challenges in the Dutch sporting landscape**

*Koen Breedveld, Director, Mulier Instituut*

16.30

Bus transfer to Van der Valk Hotel Eindhoven

19.00

Bus transfer to SX Eindhoven, Torenallee 3

**Dinner at Grand Café De Stip**

## Day 2 - 24<sup>th</sup> April

07.30

Optional: Morning run from Van der Valk Hotel

09.00

Optional: Morning swimming at Nationaal Zwemcentrum de Tongelreep (Olympic Swim Stadium)

09.30

Optional: Visit at the ice stadium IJssportcentrum Eindhoven

11.15 -12.00

Bus transfer from IJssportcentrum Eindhoven (11.15), Van der Valk Hotel (11.20) and Eindhoven Airport (11.40) to SX Eindhoven

**Location:** SX Eindhoven, Torenallee 3, 5617 BA Eindhoven

**Partner of Day 2:**



12.00

### **Welcome**

Quick presentation round

12.20

### **Introduction to SX Eindhoven, Sport eXperience and the Philips legacy**

Get a preview: [www.sx-eindhoven.nl](http://www.sx-eindhoven.nl)

*Bart Rovers, Partner at Profitz (first company)*

*Arno Hermans, Founder at Sport eXperience*

13.00

### **Lunch at Grand Café De Stip**

13.45

### **SX Eindhoven Tour**

Get amazed and be inspired in a former Philips plant where more than 50 sports companies are active on a daily base.

14.10

### **SX Eindhoven inhabitants presentations**

Short presentations and Q&A. Coffee and snacks are served during the presentations.

- Idee Brouwerij (Rob Tieben): [www.ideebrouwerij.com](http://www.ideebrouwerij.com)
- Orange Sports Forum (Rick Slegers): [www.orangesportsforum.com](http://www.orangesportsforum.com)
- Thinc Ahead (Niels Cannegieter): [www.thincahead.nl](http://www.thincahead.nl)
- Negen (Rob van der Wijst): [www.negen.nl](http://www.negen.nl)
- Energy Lab (Robin Decottignies): [www.energylab.nl](http://www.energylab.nl)
- PaulRaats.com, Creative Views (Paul Raats): [www.paulraats.com](http://www.paulraats.com)

15.40

**Break - discussing the presentations**

16.00

**Innovation presentations, demonstration and Q&A.**

- Smartgoals (*Chris Heger*): [www.smartgoals.nl](http://www.smartgoals.nl)
- The Surface Network Group (*Frans Lefeber*): [www.smartfloor.com](http://www.smartfloor.com)

16.50

**Farewell presentation** from Triple Double ([www.tripledouble.nl](http://www.tripledouble.nl))

17.10

Bus transfer to Van der Valk Hotel.

17.30-19.00

Check in, relaxing, a walk in the Genneper Park (with sports activities going on).

19.00

**Dinner at Van der Valk Hotel**

Including a short introduction to the role of the hotel in vitalizing Genneper Sportparken.

## Day 3 - 25<sup>th</sup> April

07.30

Optional: Morning run from Van der Valk Hotel

Check out.

**Location:** Hockeyclub Oranje-Rood, Charles Roelslaan 7, 5644 HX Eindhoven

09.00

**Genneper Parken: The potentials and the challenges - three perspectives**

Development group behind Sports and Vitality District (*Pim van der Boomen*)

Municipality of Eindhoven (*Arnoud Strijbis*)

University of Technology and Fontys University of Applied Sciences (*Steven Vos*)

11.00-12.30

**Idan Forum Hockey Trophy**

Instruction to HC Oranje-Rood and the rules of the game. Hockey match (outdoor). Access to locker rooms before and after the game.

12.30

**Lunch**

13.30

**Walk and talk - discussing the morning program. Destination: Nationaal Zwemcentrum de Tongelreep (Olympic Stadium)**

13.45

**Advanced technology and golden dreams: InnoSportLab de Tongelreep**

*Roald van der Vliet, Director, InnoSportLab de Tongelreep*

14.15

**Walk back to HC Oranje-Rood**

14.30-16.00

**Coffee and internal discussions (in Danish): Idan Forum-refleksion og fremtidsperspektiver**

Diskussion i grupper og plenum. Hvad tager I med hjem?

16.00

Bus transfer to Eindhoven Central Station (Train departure 16.47 to Schiphol Airport, Amsterdam)