

Waste & circularity Trade mission to Australia

24 – 28 Oct 2022



Netherlands

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Foreword



I am delighted to visit the great city of Melbourne again, and to introduce a trade delegation from the Netherlands that will present itself at the Waste Expo Australia 2022.

As the world is facing the combined challenges of climate change, environmental pollution and resource shortages, there is an urgent need for sustainable solutions in terms of renewability and circularity. This requires a rethinking of the way we do business. The Netherlands has embraced this shift and aims to have a fully circular economy by 2050, but it goes without saying that this requires a collective international effort.

In order to get there, Dutch companies have developed innovations that seek to turn today's challenges into tomorrow's opportunities. Some of this innovative work will be presented at the Waste Expo, and the participating companies hope to get in touch with Australian partners that share the same ambitions.

This year the Netherlands celebrates 80 years of diplomatic relations with Australia, although our multifaceted ties go back a much longer way. Through our presence at the Waste Expo, we hope to build on this relationship and to stimulate further collaboration in the field of sustainable economies.

I hope to meet you in the Netherlands Pavilion or at the seminar "International opportunities: turning waste into a resource" that will take place on Wednesday.

I wish you all a successful event!

Hugo Klijn
Consul-General of the Kingdom of the Netherlands

The Netherlands

The Netherlands



Locations

1. Amsterdam (and Airport Schiphol) |
2. Arnhem | 3. Assen | 4. Breda |
5. 's Hertogenbosch | 6. Eindhoven |
7. Enschede | 8. Groningen | 9. Haarlem |
10. The Hague | 11. Leeuwarden |
12. Lelystad | 13. Maastricht |
14. Middelburg | 15. Rotterdam |
16. Utrecht | 17. Zwolle |

Introducing the Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and

open to new challenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



The Netherlands your partner in sustainable solutions

Worldwide ranking

- 1st At WEF's ranking of most competitive economies in Europe. 4th in the world. (WEF, 2019)
- 1st Production and auctioning of cut flowers and flower bulbs
- 1st World's largest flower exporter
- 2nd Largest exporter of agricultural products in the world (WTO, 2019)
- 4th Best at Global Innovation Index (GII, 2019)
- 5th Greatest place to live (World Happiness Report, 2019)
- 6th Largest exporter of goods in the world (CIA World Factbook, 2019)
- 7th Largest foreign investor in the world (1,256 billion US dollars)
- 7th Largest recipient of foreign investment in the world (801 billion US dollars)
- 8th Largest importer of goods in the world (507 billion US dollars)

Facts & Figures

- Official name Kingdom of the Netherlands
- Form of government Parliamentary democracy (cabinet of Prime Minister and Ministers) within a constitutional monarchy
- Head of State His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- Capital Amsterdam
- Seat of government The Hague
- Administrative structure The kingdom consists of four entities. The Netherlands and three territories in the Caribbean: Aruba and Curaçao and St. Maarten. Number of provinces 12. Special municipalities: The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean.
- Surface area 41.543 km²
- Location Western Europe, by the North Sea, bordering Belgium and Germany
- Number of inhabitants 17.4 million (2021)
- Number of inhabitants per km² 517 (2021)
- Monetary Unit Euro
- Languages Dutch and Frisian (On the overseas islands also English and Papiaments)
- GDP per capita 51,064 euros (World Bank, 2020)
- Unemployment rate 3,1% (CBS, 2021)
- 90% of all Dutch people speak English

“The Netherlands and Australia may be half a world apart, but we stand shoulder to shoulder as close allies.”

Mark Rutte – Prime Minister of the Netherlands

CE Emerging markets:

Let's make the circular shift together: turning social and environmental challenges into business opportunities

The world is facing complex social and environmental challenges. The way we deal with our resources will determine our future and those of others.

The Netherlands strongly believes that a transition to an inclusive circular economy is part of the solution. A circular economy, one in which raw materials are used and reused more effectively rather than simply 'consuming' them, offers room for innovation and opportunities for new business ideas skilled jobs and improved quality of life. The Netherlands is therefore reaching out for partners around the globe to

join hands and make the circular shift together.

The Challenge

Current ways of production and consumption are far from sustainable: ecosystems and biodiversity are under threat, the oceans are at risk from plastic waste, farmland is becoming depleted and overfishing is diminishing fish stocks.



Bio-energy plant in Cuijk

With the current take-make-waste approach the planet is facing its boundaries; the global economy uses the equivalent of 1.7 planet earth to meet global output and absorb waste¹. At this rate, three planets earth are needed to meet growing future demand. In order to achieve a balance in global economic growth a change is needed.

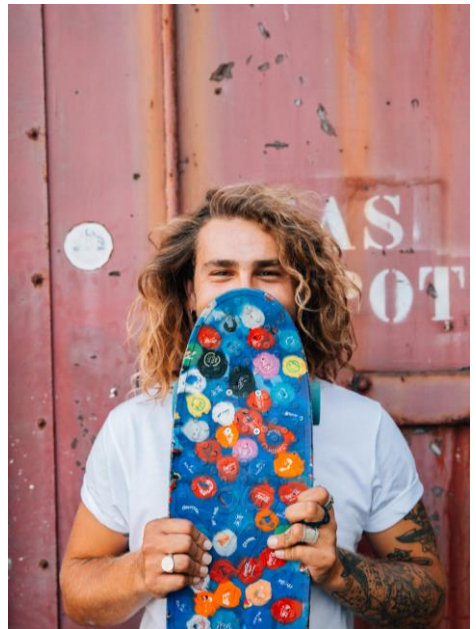
The Netherlands believes that a shift towards a circular economy, one based on the principles of eliminating waste and pollution, keeping products and materials in use, and regenerating natural systems, is the way forward to achieving economic prosperity for all. ² The transition to an inclusive circular economy is key to achieving the Sustainable Development Goals (SDGs) and ambitious climate targets. The Netherlands is strongly committed to contributing to this circular movement. Not only by setting ourselves the goal of becoming 100% circular by 2050³, but also by working in partnerships across the globe that allows us to exchange knowledge and accelerate this transition together.



Turning challenges into opportunities

A circular economy is the future. Applying circular principles can turn challenges such as waste-related problems, climate change, reduced biodiversity and diminished quality of life into new business opportunities. This will ultimately move the economy to one which is more robust, cross-functional, and less dependent on natural resources.

With environmental friendly product design we can eliminate the concept of waste. Less waste means less pollution and will reduce landfilling to the minimum. Rethinking design of products and packaging also means saving costs, using less materials, energy and water. By sharing products such as cars, tools or washing machines and introducing new concepts like products as a service we create new markets and revenues and keep materials much longer in circulation.



¹ <https://www.pwc.nl/en/assets/documents/pwc-the-road-to-circularity-en.pdf>

² <https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy>

³ <https://www.rijksoverheid.nl/documenten/rapporten/2019/02/08/uitvoeringsprogramma-2019-2023>

By giving products a second or third life by refurbishing or remanufacturing in a responsible way we extract more value from the same amount of materials and offer as good as new, fair priced products to for example an emerging middle class. In many countries there is a flourishing refurbishing and recycle industry that can be optimized and that can provide for better and higher skilled jobs. Finally, by recycling and recovering materials from current products and existing waste we reduce environmental costs and CO2 emissions from landfilling and provide a source of secondary raw materials.

In many countries some of these elements of the circular economy are already common practice from which the Netherlands can learn. The challenge for all is to bring these practices to the next level, so they can be turned into new opportunities for the economy, the environment and the people.

Thinking big, starting small

In recent years in the Netherlands, small-scale, local initiatives have managed to convert organic waste into (insect-protein derived) fish feed, high value materials such as textile, perfume or chemicals and local bioenergy supply. Used plastic and recovered cellulose from wastewater can even be used in road construction. Means of transportation such as bikes and cars are shared, making it cheaper for its users. Some initiatives may initially seem like small steps, but when scaled up they contribute to the circular transition.

Even though the Netherlands has a very efficient waste management system, where 80% is recycled and only 2 to 3 percent is landfilled⁴, we realize that we are still a distance away from being 100% circular. We still have big steps to take in order to change the way of designing, producing, dealing with waste and to extend product life. However, we are determined to make the circular economy work. We have adopted a culture of learning by doing fail fast and learn faster.

We are learning from our experiences in our transition towards the circular economy. We make efforts to stay ahead of the curve, by learning from others, changing our habits, by better understanding our value chains and by creating more opportunity for innovation.

To move forward, cross sectoral collaboration is key. In the Netherlands government, knowledge institutions, businesses and civil society work together (referred to as The Dutch Collaborative Approach), setting aside their own short-term interests to focus on shared long-term objectives.

Making the circular shift together

The Netherlands can't make the circular transition on its own. We are committed to international cooperation that will create long-term positive impact on this transition and that will simultaneously benefit the local economy. The Dutch government collaborates with governments around the world to move to a circular economy, by sharing lessons learnt and our insights on setting up extended producer responsibility or starting with circular public procurement as a pull factor. We collaborate by sharing insights and tools on topics like circular agro-food, water and waste management, chemical recycling and innovative packaging.

Dutch companies, knowledge institutes and NGOs work together with local partners to develop and adapt innovative technologies to local conditions, create sustainable new business models, identify circular opportunities, support local circular entrepreneurship and exchange best practices and lessons learned. Our private public platform on circular economy, Holland Circular Hotspot⁵, collaborates internationally by sharing best practices from businesses, knowledge institutes and (local) governments.

Together we can turn today's social and environmental challenges into tomorrow's economic opportunities. So, let's seize this opportunity to partner up. Let's make the circular shift together!

⁴https://rwsenvironment.eu/publish/pages/126540/landfill_management_in_the_netherlands_cocoon_20180503.pdf

⁵ www.hollandcircularhotspot.nl

Company Profiles



Blue Phoenix Group

Adverio proposes AD systems where we maximize the energy production and intensive/controlled AD and composting processes to convert all organic waste fraction into stable and dry products



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CEO

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Products and Services Offered:

- Anaerobic Digestion
- Biogas
- Composting
- Mixing & drying
- Waste Water Treatment

Core Theme(s):

- Organics treatment
- Anaerobic Digestion (AD) and Composting



Adverio Waste Systems

Koningslinde 26e

7131 MP Lichtenvoorde

The Netherlands

www.adverio-waste-systems.nl



Drycake

Drycake is first and foremost a separations technology provider for Liquid & Solid Waste Reuse and Recovery infrastructure company. Drycake has developed the Twister depackager technology using its 25 year of technology experience.



Mark Vanderbeken

President

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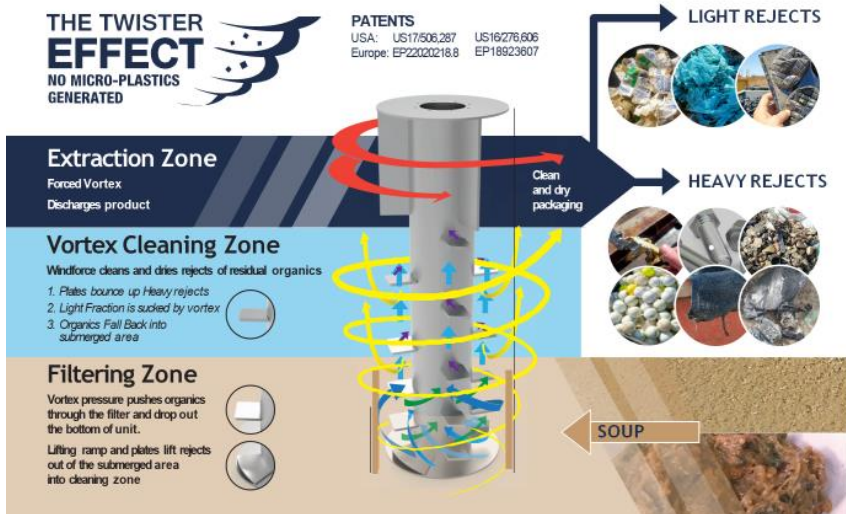
Beyond the Twister, Drycake is in the position to offer a complete range of products and accessories for the operations of an organics waste diversion, biogas or composting facility.

Products and Services Offered:

- Depackaging System
- Grit Removal Equipment
- Dewatering Equipment

Core Theme(s):

Organic Waste Pre-Treatment



Drycake

<https://www.twisterseparator.com/>



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Blue Phoenix Group

The increase in municipal solid waste (MSW) in the past decades is a major environmental and societal concern. Waste management technologies have continuously improved to recycle and manage waste to minimize the impacts on the environment. Nevertheless, a great proportion of our waste cannot effectively be recycled. The incineration of MSW for energy recovery is an effective way to utilize the so-called “non-recyclable” portion, reduce waste volume and replace fossil fuels to generate energy for our society. The energy recovery process liberates valuable resources that can now be extracted from the ash residues and recirculated in our economy.

Blue Phoenix Group operates incinerator bottom ash (IBA) processing installations globally and helps the Energy-from-Waste (EfW) sector with an alternative sustainable solution for IBA. We process the IBA and extract valuable resources such as mineral aggregates and metals, preventing valuable resources from ending up at landfills. **Blue Phoenix is currently constructing its first facility in Australia in (Kwinana) Perth as a result of a contract with Avertas Energy which is constructing its first Energy-from-Waste plant in Australia.**

Products and Services Offered:

- IBA Processing
- IBAA Manufacture and Reuse
- Metals Recovery
- Metals Valorisation
- IBA Advisory Service
- Regulatory Development

Core Theme(s):

- Recycling of Waste to Energy residues
- Incinerator Bottom Ash (IBA)



Blue Phoenix Group

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Hope Valley Kwinana, WA

Australia 6165

<https://www.bluephoenix-group.com>



circular waste bins



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Circular Bins

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Brink Group (Lune)

Brink Group participates primarily through its subsidiary LUNE, which designs and manufactures circular wastebins for separated waste collection for use in offices.

LUNE manufactures those bins in Australia through a licensed manufacturer. The goal is to find partners in Australia to market those locally manufactured bins.

Another subsidiary called MadeCircularBy is a networking and consulting organization which helps private entrepreneurs in their transition towards circularity.

Products and Services Offered:

- Circular wastebins to facilitate separate waste collection in offices
- Consultancy support to allow the transition towards circularity

Core Theme(s):

- Circular wastebins



Brink Group

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The Netherlands

<https://www.brinkindustrial.com>

<https://lune.nl/>



Leo van Dongen

CEO

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Ceyes Circular Experts:

We are one of the world's leading consultancy firms for research, products, design and management of tyre recycling facilities through re-cycled and up-cycled rubber.

“CEYES contributes to the circular economy by making water retention panels from residual flows of rubber (from used car and truck tyres and synthetic turf fields), and by applying these in, among other things, greening the roofs of homes and commercial buildings, and paving.

As a result, rainwater nuisance in urban and therefore densely built-up areas is limited and rubber is used sustainably.”

Products and Services Offered:

- MTB Tyre recycling box systems
- CEYES CE Green City solutions and products

Core Theme(s):

- CEYES wants to convert all used tyres in the world into valuable material that can make every city greener and healthier.



Ceyes Circular Experts

Tappersweg 14-48

2031 EV Haarlem

The Netherlands

<https://www.ceyes.eu>

Dutch Power Group

DutchPowerGroup B.V. provides sustainable, practical and tested solutions for the processing of waste and residual material streams in a responsible manner and is located in Holland.



Hans van Tol

CEO

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In our more than 20 years of expertise, we have made it possible to bring a tailor-made solution to the unique circumstances that a waste scenario needs. Taking the full picture of sustainable power generation into consideration.

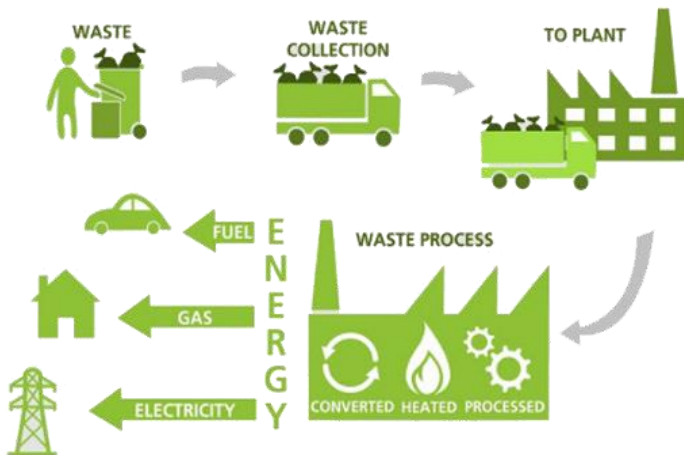
This in industrial as well as other settings. The bundle of options brought to our clients go beyond the individual approach, and try to support initiatives that favor a circular economy for the benefit of all actors involved.

Products and Services Offered:

- Consultancy
- Engineering & Contracting

Core Theme(s):

- Processing
- Prevention and collection consultancy



Dutch Power Group

Roggestraat 111

7311 CC Apeldoorn

The Netherlands

<https://dutchpowergroup.com>



Fast feet Grinded/Heilig – Recycling Footwear

23.5 billion shoes are produced every year. 95% of these end up in landfills or are incinerated. Due to the complexity of the footwear-making process, the industry has not found a real solution until now.



Danny Pormes

CEO

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FastFeetGrinded has developed a unique recycling machine that pulverises and separates used footwear. The footwear can be recycled up to 100% and the raw materials obtained are so pure that we have managed to make a complete circular shoe with all parts!

Our goal is to make the international footwear industry a circular industry, that is; making shoes from shoes. Not only because we need to reduce newly made raw materials by 50% by 2030; the footwear industry simply needs a better "FEETprint".

Products and Services Offered:

- A full operating footwear recycling company in the Netherlands.
- Possibilities to exploit a footwear recycling company on your location

Core Theme(s):

- Recycling Footwear
- Collecting, Recycling, raw materials for new products/circular industry



Fast Feet Grinded

Fahrenheitstraat 8
1704 RK Heerhugowaard
The Netherlands

<https://www.fastfeetgrinded.eu>

Gusella-Bakker

Gusella Bakker is a producer of waste logistics systems such as environmental container handling equipment, grabs for waste collection trucks, orange peel grapples for scrap and waste handling, various sorts of clamshell buckets for waste handling and vacuum lifting systems.



Robert Slikker

International Sales and Marketing

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Established in 1939, the company Bakker is originally Dutch. In 2015 it acquired the Italian firm Gusella Equipment. The company exports to more than 45 countries all over the world and operates sales and engineering offices in the USA, France and Italy.

All production is done in the Netherlands. Now Gusella-Bakker aims to expand to the Australian market as well.

Products and Services Offered:

- Waste logistics
- Collection & storage

Core Theme(s):

- Waste logistics systems



Bakker Hydraulic Products BV

Nijverheidsweg 6

6662 NG Elst

The Netherlands

<https://www.bakker-hydraulic.com>

Hofstetter

Since 1975, Hofstetter designs and implements equipment and plants for the collection, thermal treatment and incineration of gases which contain combustible compounds.

For the waste sector, more specifically for landfills, we specialize in landfill gas extraction systems and treatment systems to make the landfill gas suitable for power generation and/or flaring. Thus reducing greenhouse gas emissions by a factor of 22.



André Schoute

Director

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Products and Services Offered:

- Landfill gas extraction system, Blower(s) and Flare(s)
- Landfill gas treatment systems, de-humidification, cooling, h2s & siloxanes removal. (ie All applications to make gas suitable for gas engine or boiler).
- The above complemented with a complete and certified CDM package

Core Theme(s):

- Landfill remediation
- Landfill gas extraction, incineration & treatment



Hofstetter

Boeingavenue 8
1119 PB Schiphol-Rijk
The Netherlands

<https://www.hofstetter-uwv.com/>

MetaSus

MetaSus promotes international cooperation and exports in environmental technologies between the private sector in the Netherlands and partners all over the world.

The focus is on waste management and circular economy. Bert Keesman, the Director of MetaSus, is Chairman of the Expert Group on Waste Management of the Dutch technology supplier organization ENVAQUA and Special Envoy of the Holland Circular Hotspot.

Besides, Bert is the coordinator of the Partners for International Business (PIB) program “Waste Business Australia – Netherlands”.



Bert Keesman

Owner/Director

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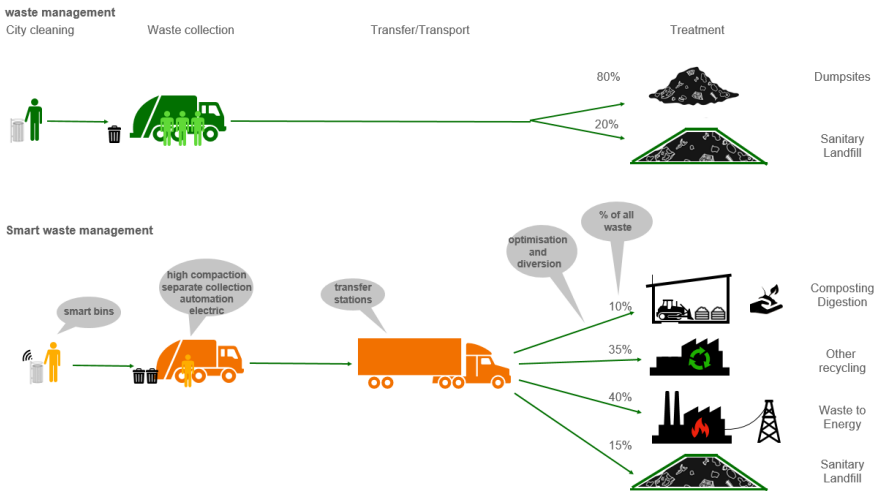
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Products and Services Offered:

- Technology and knowledge brokerage in waste and circular economy
- Organization of trade promotion activities

Core Theme(s):

- International alliances and exports in environmental technologies



MetaSus

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<https://www.metasus.nl/nl/>



The team

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To learn more on how the Netherlands is cooperating with its international counterparts:

Visit [NL Platform](#) or follow us on [LinkedIn](#)

The logo consists of the letters 'NL' in a bold, orange, sans-serif font. The 'N' and 'L' are connected at the base.

Netherlands