

The background is a composite image. The top half shows a multi-lane highway with several trucks and cars. The bottom half shows a crowd of people, likely at a conference. A semi-transparent map of the Venlo region in the Netherlands is overlaid on the right side, showing roads and place names like 'Venlo', 'Blerick', 'Viersele', and 'KREUZ MÖNCHEN GLADBACH'.

# **BESTUFS**

## **Conference Amsterdam**

June 23, 2005

Ina Leppink-Schuitema



How air quality regulations  
limit economic development

# Actual economic developments in Venlo



# ↑ Venlo: Economic Strong Points



I Logistics/Supply Chain Management

II Manufacturing Industry

III Agribusiness/Food

IV Tourism & Day-time Recreation

# I. Logistics



# I. Logistics: the characteristics

- Venlo: Third largest logistics node in the Netherlands
- Node in an European Region
- Supply chain physically and virtually
- Value Added Logistics



# VENLO GAAT TRI-MODAAL

EUROPESE  
BESTEMMINGEN

# Barge Terminal Venlo

- ECT terminal: main focus on transport of empty containers to Rotterdam
  - ▶ saves a lot of trucks on the road
  - ▶ less emission
- Planned to be operational in 2006



## II. Manufacturing



## II. Manufacturing: the characteristics

- Centre of “engineering based industry”
- R&D, HighTech orientation
- Océ-Document Technology
- Technology areas:
  - ▶ Mechatronics,
  - ▶ Optics,
  - ▶ Metalindustry,
  - ▶ Glasstechnology and
  - ▶ Embedded software systems

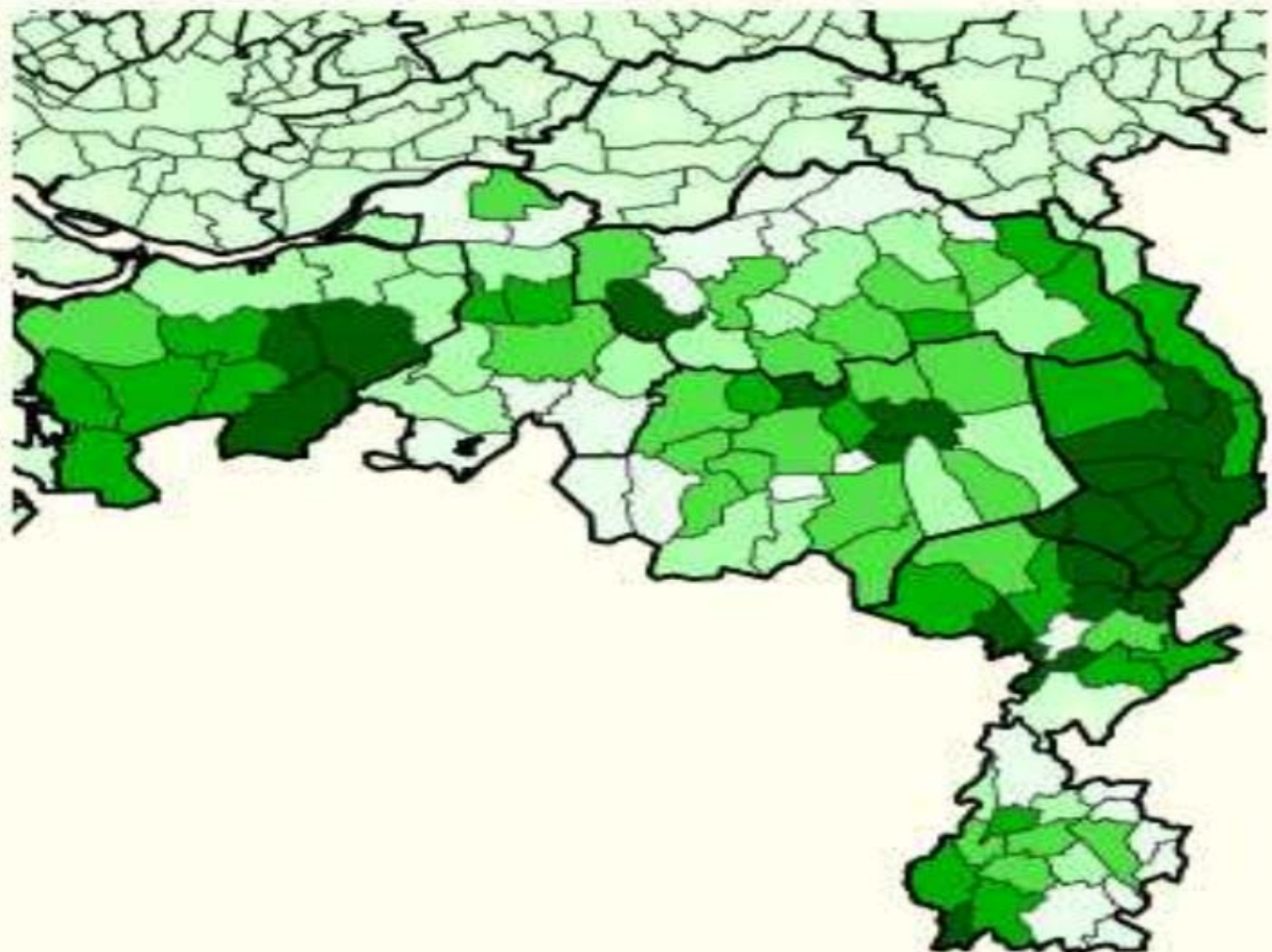
# III. Agriculture



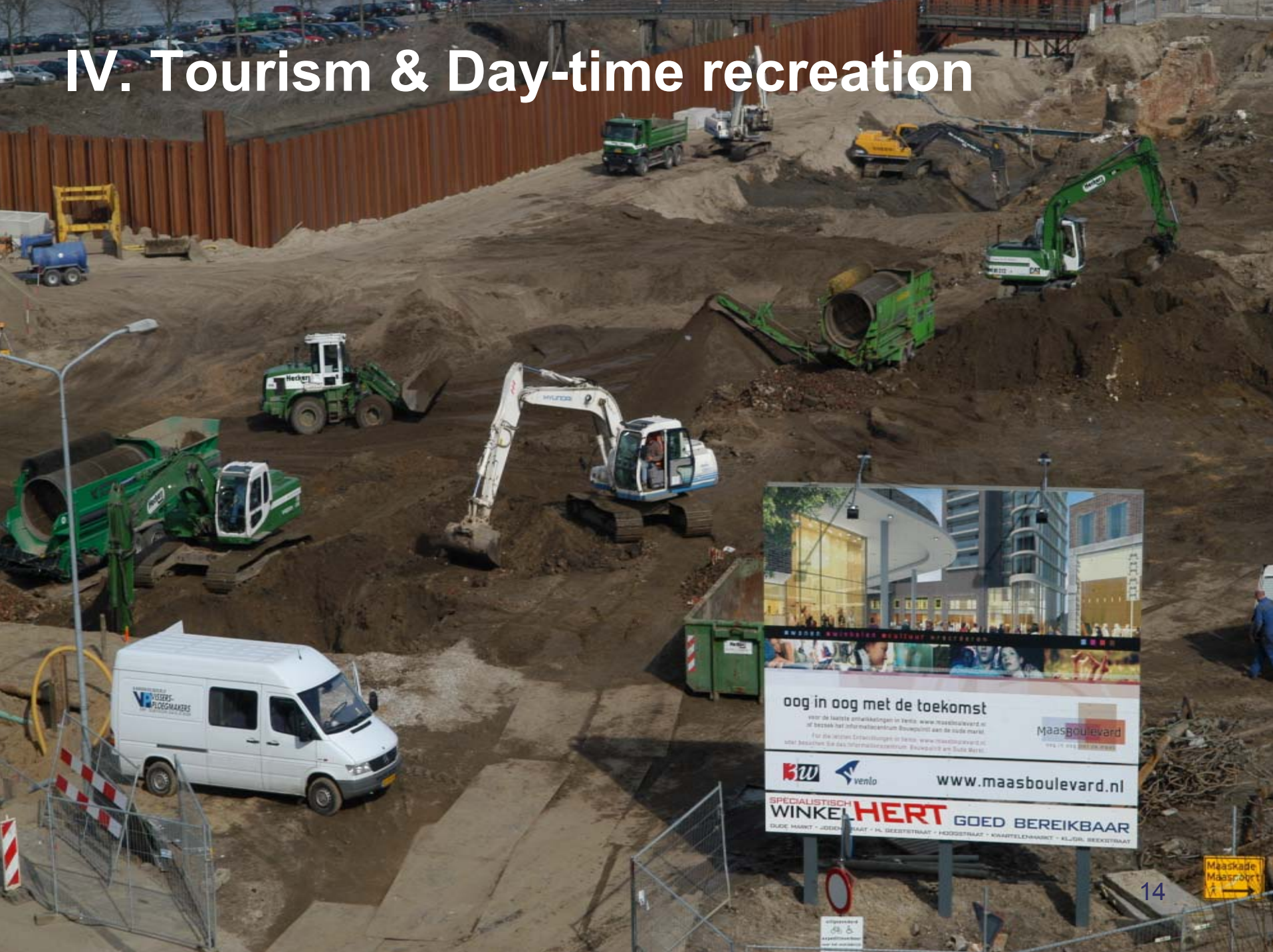
### III. Agriculture: the characteristics

- Food industry
- Agricultural production and import & export function
- Zon Fresh Park & Flora Holland - top agrologistics industry park in The Netherlands
- Venlo Region: concentration area (under glass) horticulture
- Enormous consumer market in a radius of 100 kms:
  - ▶ Rhein-Ruhr area (approx. 18 million people)
  - ▶ Rhein-Main area (approx. 8 million people)
  - ▶ Flanders (approx. 5 million people)
- *Greenport*: signal for innovation of this sector

## Legenda (%)

 50 km

# IV. Tourism & Day-time recreation



**oog in oog met de toekomst**

voor de laatste ontwikkelingen in Venlo: [www.maasboulevard.nl](http://www.maasboulevard.nl)  
of bezoek het informatiecentrum Bouwproject aan de oude markt  
For the latest developments in Venlo: [www.maasboulevard.nl](http://www.maasboulevard.nl)  
visit 'Bezoekers- en informatiecentrum' Bouwproject aan de oude markt

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## IV. Tourism & Day-time recreation: characteristics

- City in a green setting, Greenest City of Europe in 2003 (Groenste Stad)
- City Centre: many German visitors (70,000 per week)
- High rate of bars, cafes and restaurants (rate is comparable to Amsterdam)
- 6.000.000 overnight stays in the North- & Middle-Limburg area (3d region in The Netherlands)

# Venlo in Figures

- 92,000 inhabitants
- 275,000 in Venlo Region
- 18,000,000 people within 100 km radius
- 55,000 labour spots
- 1,400 hectares industrial area



# Air Pollution

- 1/3rd by natural causes; sea salt, sand etc.
- 1/3rd by industry and housing
- 1/3rd by traffic

# Situation in the Netherlands

- Very strict application of European Regulations.
- Anchored in national legislation (“Besluit Luchtkwaliteit”).
- The methods of measurement (the measurements as well as the calculation-models) cause a continuous worst-case scenario.

# Situation in the Netherlands in 2005

- Carbon-dioxides (CO<sub>2</sub>), Sulphur oxides (SO<sub>2</sub>) and Lead (Pb): no problem
- Nitrogen oxides (NO<sub>2</sub>) and small particles (PM<sub>10</sub>): background levels equal the legislative and regulated limits.

# Situation in Venlo

- Between two vast european industrial regions (Rhine-Ruhr-Area in Germany and the Maasvlakte in the western part of The Netherlands: Zuid-Holland).
- At the junction of two important motorways (A-67 and A-73).

# Situation in Venlo

- Almost every decision by the local authority concerning traffic or industrial areas, will force them to take proper steps in reducing air pollution.
- And thus: obstructing economic development in many places.
- Steps have to be taken by national government to minimize these effects.