

Welcome to **The Hague**

A guide for internationals in The Hague region.



"Your *journey* starts here"



Welcome



"Our beautiful city has a great deal to offer you and your family. I hope you will feel at home here."

Welcome to The Hague, the international city of peace and justice.

The city houses tens of thousands of people who are working every day to build a more peaceful and just world. Walking through The Hague, you will hear many languages being spoken.

Here, we hope to believe that the wealth of cultures can expand our horizon. With more than 200 international organisations and over 30,000 international students, numerous businesses and start-ups, The Hague is truly a city that sparkles with creativity and (young) talent.

Our beautiful city has a great deal to offer you and your family: a historic centre with good shopping facilities, nice residential areas and plenty of green. Not to mention the sea, the beach and the gorgeous dunes. Those are places I often visit myself in order to relax and to find inspiration. The municipality of The Hague is very keen to help the international community, to help you, in any way it can. The employees at The Hague International Centre will be happy to answer any questions you may have about living and working in The Hague and its surroundings.

I truly hope that you will feel at home here.

Yours sincerely,

Saskia Bruines

Alderman of Education, Economy and International Affairs



Index

The Hague International Centre	8
Opening hours	10
Relocating	13
Checklist	14
Housing	15
Education and childcare	18
Healthcare	24
Taxes	26
Work and career	28
Looking for an expert?	32
Living in The Hague region	35
About The Hague	36
Facts and figures about The Hague	38
Map: city highlights	40
About Delft	42
About Rijswijk	43
About Leidschendam-Voorburg	44
About Wassenaar	45
About Voorschoten	46
Learning Dutch	47
Welcome to The Hague event	50
CONNECT events	52
City events	56
Tips by locals	62
Daily life	65
Taking care of important formalities	66
The Netherlands: Basics	67
Emergency and help lines	68
Map: hospital and railway stations	70
Getting around	71
Public and school holidays 2020	72
Notes	73

The Hague International Centre

Moving to another country can, at times, feel overwhelming. At The Hague International Centre, we can help you get off to a good start as soon as you have arrived.

The Hague International Centre is a division of The Hague municipality, focused on providing information and assisting internationals. We are the one-stop-shop for highly skilled migrants, scientific researchers, privileged persons and international graduates.

Simplifying formalities

We will assist you (and your family) in managing all necessary processes. By streamlining these procedures we can help you and any organisations or companies involved.

The Hague International Centre offers assistance to internationals living in The Hague, Delft, Rijswijk, and Leidschendam-Voorburg.

Our services are provided in close collaboration with both the Immigration and Naturalisation Service (IND) and ACCESS, a non-profit organisation aimed at supporting internationals from across the world.

Formalities

The Hague International Centre can help you with arranging the following:

- registration with the municipality (BRP)
- issuance of a citizen service number (BSN)
- issuance of a work and residence permit
- deregistration (The Hague only)
- extracts from the Municipal Personal Records Database (BRP)
- purchasing a Statement of Health (CBR)

You can also ask us for information and guidance on:

- immigration
- the legalisation of documents for registration purposes
- DigiD (see page 66)
- exchanging your driver's license

Additionally, The Hague International Centre can provide you with answers to any questions you may have on housing, education, healthcare and work.

Our goal is to make you feel at home.

Would you like to get to know The Hague region better?

We regularly organise events for internationals. On those occasions you will receive information on topics relevant to you, such as work, education, housing and taxes.

Moreover you will have the opportunity to meet fellow internationals. We will always warmly welcome you on our 'Welcome to The Hague' event, held four times a year. We also organise CONNECT events, which are focused on the subjects most important to you. Read more about our events on pages 50 and 51.

Do you need more information?

Our website features vital information for all internationals; it offers an event calendar and practical answers to frequently asked questions as well. Please visit our website:

www.thehagueinternationalcentre.nl

How do you stay updated?

Once a month we inform you about all upcoming events, the latest news on topics relevant to you, frequently asked questions and other helpful information. Do not miss out and sign up for our monthly newsletter through our website.

You can also follow us on:



Opening hours

When can you walk in?

We are open Monday to Friday from **09.00 to 17.00** hrs.
Please visit our centre in the City Hall's Atrium for questions or reach us on **+31 (0)70 353 50 43**.

Feel free to walk in for any questions you may have on subjects as formalities, housing, education, work and immigration.

The Hague International Centre will assist you with obtaining information you may need. We will do our best to provide you with relevant information or refer you to one of our reliable service providers.

When do you need to make an appointment?

In some cases, you will need to make an appointment. Please visit our website to make an appointment for:

- municipal registration
- presenting your certificates for registration, such as birth and marriage certificates



How can ACCESS and the IND be of assistance to you?

ACCESS

ACCESS is a non-profit organisation established in The Hague, especially set up to assist you, but also to encourage, support, and facilitate. ACCESS is completely managed and staffed by volunteers.

Do you have questions about arriving, settling and living in the Netherlands?

ACCESS provides personalised service via e-mail, telephone, at expat centres or through its helpdesk.

"Having once been newly arrived, the volunteers from ACCESS know what internationals do not yet know, and how to guide you in the settlement process."

What do you need the Immigration and Naturalisation Service (IND) for?

All residence applications of people who wish to live in the Netherlands will be assessed by the IND.

Should you wish to work or study in the Netherlands?

Would you like to become a Dutch citizen? Do not hesitate to contact the IND. For your information, the IND is part of the Ministry of Justice and Security.

"The presence of the IND at The Hague International Centre makes the process of coming to The Hague a lot easier for internationals. With just one appointment you cannot only register and receive a citizen service number, but also collect your residence permit."



RELOCATING

Have you decided to move to The Hague region?

You will certainly have to spend much time on necessary issues in order to plan your move.

We will gladly help to guide you through:

Checklist

Housing

Education and childcare

Healthcare

Taxes

Work and career

Checklist

To-do before moving to The Hague:

- Find short-term accommodation.
- File for a residence permit and visa.
- Find a school or day-care centre for your children.
- Consider your health insurance needs.
- Check to make sure that your travel insurance covers your temporary stay in the Netherlands.

What to do on arrival:

- Find long-term accommodation.
- Register at the municipality.
- Collect your work and residence permits.
- Take a test for tuberculosis (exemptions apply).
- Open a bank account.
- Take out Dutch health insurance.
- Get a phone with a Dutch plan.
- Apply for the 30% ruling (exemptions apply).
- Schedule appointments for utilities.

Issues to take care of in your first month:

- Set up a DigiD (read more on page 66).
- Exchange your driving licence (non-EU).
- Consider getting a bike for easy access to the city.
- Consider getting an OV-chipcard to use public transport.
- Consider getting a car, if necessary.
- Choose a general practitioner, dentist and pharmacy for your medical needs.
- Consider registering for the 'Welcome to The Hague' event.
- Consider starting to learn the Dutch language.
- Consider joining an international club or community to meet (Dutch) people.

Housing

First things first

As the Netherlands is one of the most densely populated countries in Europe, we advise you to start looking for suitable accommodation as soon as possible. Did you know that The Netherlands has 17 million inhabitants and more than 400 people per km²?

There usually is a great demand for houses in the months of August/September and January/February. During those months it can take a little longer to find your perfect house. This is due to the arrival of students, university staff and other internationals whose activities are closely tied in with the academic calendar.

What kind of houses will you encounter?

There are fairly small and compact houses, apartments, but also larger terraced houses. Of course there are more spacious (semi) detached houses as well; on those you will have to spend a little more.

Did you know that Dutch houses are well-insulated with (central) heating? On the other hand air conditioning is still rare in houses. One-bathroom houses are very common in the Netherlands and the Dutch prefer showers over a bath.

Would you prefer to rent an apartment or a house?

You will be pleased to know that there are multiple options for renting a house:

- The first option is public or social housing (for rents lower than €710): this option is suitable for incomes below €42.436 a year (2019). Unfortunately, the waiting list on social housing is estimated at approximately 3 years.
- Free market renting is an option for those who do not qualify for social housing (for rents higher than €710). It usually is a quicker solution than social housing.

The houses are owned by landlords who rent out their properties. They are always responsible for the upkeep. Please note that you might have to apply for an affordable housing permit. You can find information on when you need a permit and all required conditions on the municipal website of The Hague.

- **Expat housing:** these apartments can usually be rented rather quickly. They are often furnished and very well-maintained. The rent for expat apartments is usually higher than other types of housing, however, you may find the convenience worth the expense.

What are my housing rights?

You will find that the Dutch law has many rules to protect your rights as a tenant. However, you should always be attentive when signing a tenancy agreement. A rental contract should generally include several aspects such as utilities, specific house rules and a start as well as an end date.

Please be careful when you decide to go for your dream house. We advise you never to accept a house which you have not visited before. Please do not make any type of payment either if you are not a 100% sure about the property or landlord. If you have any questions in the field of your housing rights, feel free to visit The Hague International Centre. We will always provide you with the best assistance.

Tip: insist on a 'diplomatic clause' in your rental contract. The addition allows you to break the contract quickly if you have to return to your home country or a new destination.

What steps do you need to take to buy a house?

In order to buy a house, you might need to get a mortgage ('hypotheek'). Getting a mortgage is always based on your income, your savings and the property you have in mind. It is easy to look for available apartments and houses that are currently for sale; there are several independent websites. The choice of property is either freehold ('eigen grond') or leasehold ('erfpacht'). We advise you to meet with a mortgage advisor at your bank or an agency first. This will give you a realistic picture of what you can afford.

Where would you like to live?

- It is important to consider the distance between your home, workplace, your children's school and public transport connections before you decide where you want to live.
- We recommend hiring a real estate agent when renting or buying a house in order to avoid encountering any unknown issues. Please consult our partner section on the website for trusted real estate agents for short-stay, rent and sale.



Education and childcare

Did you know that Dutch education is amongst the best in Europe?

Are you looking for a school for your children?

Especially in The Hague, with its child-friendly environment, you will find great opportunities for bringing up your children. The Hague region offers a wide variety of valued options for your child to attend school. There are for example international schools, foreign national schools, private schools, but also bilingual schools.

Moreover you will encounter plenty of opportunities in the city and its surroundings for life-long learners who aim to study while living and working in The Hague. The Hague University of Applied Sciences and the Leiden University, Campus The Hague offer post-graduate studies, summer schools and various courses. Did you know that the highest concentration of international schools in the Netherlands can be found in The Hague?

Government-funded Dutch international schools

Obviously the school curriculum is often taught in English at international schools. Depending on the school, they follow Dutch rules but they do not offer a Dutch curriculum. Therefore Dutch exams will not be taken either. Please note that the tuition fees of these schools are lower than independent schools.

Which international schools can be found in The Hague region?

- The European School of The Hague
- The International School of The Hague
- Haagsche Schoolvereniging
- International Waldorf School The Hague
- International School Delft
- Het Rijnlands Lyceum Oestgeest International School second

- Het Rijnlands Lyceum Wassenaar International School
- Elckerlyc International School

Independent international schools (private schools)

Did you know that private international schools generally follow the curriculum and award the diplomas of the country of association? These schools are not funded by the Dutch government. They are supervised by an international accreditation organisation.

Many international schools follow the International Baccalaureate (IB) programmes so students can easily transfer to international schools around the world.

Which independent schools will you find in The Hague region?

- The American School of The Hague
- The British School in the Netherlands

Foreign national schools

Foreign national schools are always funded by their associated country, they fall under their educational authority and have a focus on the country's curriculum.

Which foreign national schools can be found in The Hague region?

- Deutsche Internationale Schule
- Le Lycée Français Vincent van Gogh
- Sekolah Indonesia

Are you planning to stay in the Netherlands for a longer period of time?

In that case regular Dutch education for your children might be an option.

You will find that some Dutch schools offer bilingual education and/or have special programmes in place for pupils whose level of Dutch is not yet sufficient.

Tip: please visit the following website for more information about schools in The Hague: scholenwijzer.denhaag.nl (this website is only in Dutch).

Special education international schools

Lighthouse Special Education offers individualised education to children aged 3-13 who are having trouble thriving in international mainstream education. They specialise in complex behavioural and/or developmental problems.

Tip: some schools might have a waiting list for admission.

Day-care centres and preschool

For your youngest children, there will be plenty of English and bilingual day-care centres in The Hague region to choose from. These accept children between the ages of 6 weeks and 4 years. Please note: many of these day-care centres and preschools do have a considerable waiting list.

Preschool

Toddler preschool is a child's first step into the Dutch school system. It is a non-compulsory programme for children aged 2.5 to 4 years old to prepare them for primary school. Toddlers enrolled in preschool will learn intellectual, emotional and educational skills, such as language and counting, social interaction, following directions, playing, sports and music.

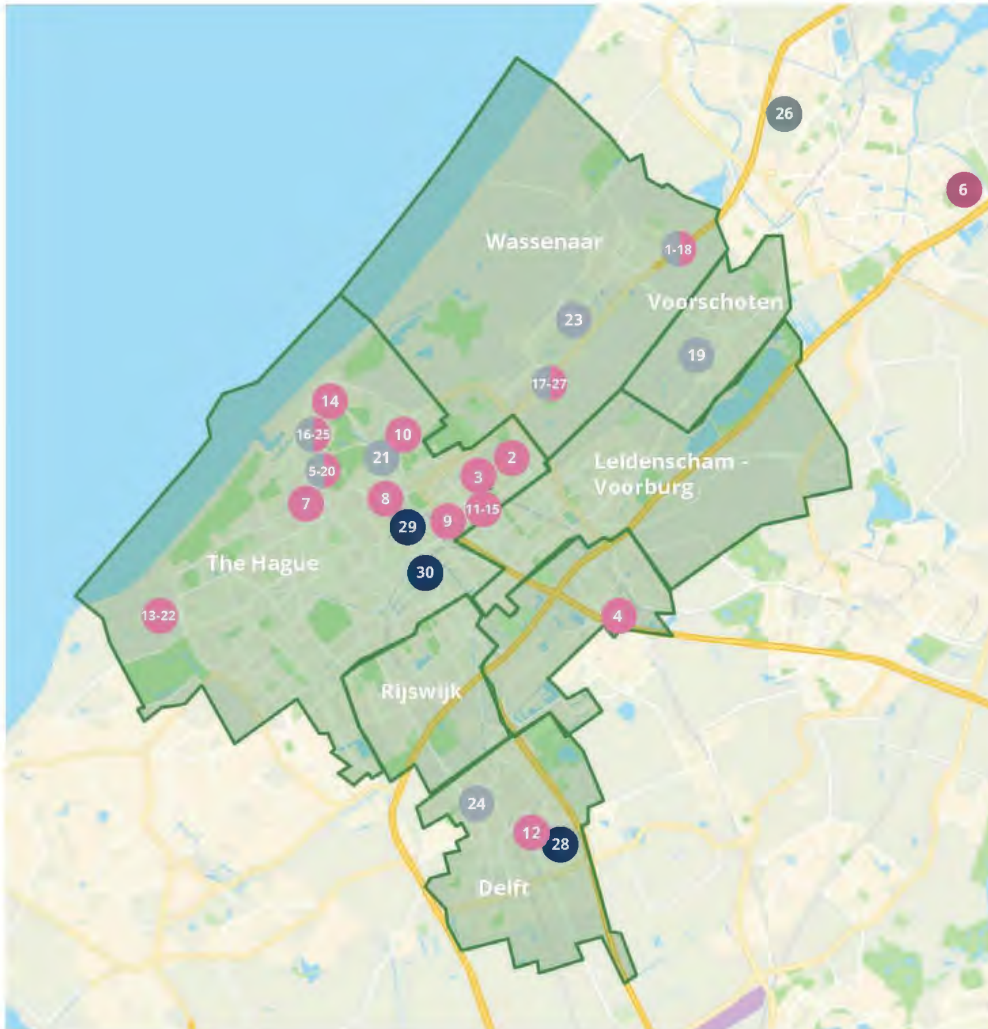
After-school-care

After-school-care ('naschoolse opvang') is specifically set up for primary school children. Many primary schools offer joint programmes with local after-school-centres in order to make the daily transition from school to after-school-care as easy as possible for their pupils.

Financial support in taking care of your child

The Dutch government has a financial aid programme for families raising children. This is called 'child benefit' ('kinderbijslag'). You may also be entitled to 'childcare benefit'. This is a separate government contribution towards paying for your children's nursery or after-school-care enrolment. Conditions do apply; please visit our website if you wish to know more about either of these financial aid programmes.





Primary schools

- 1 American School of The Hague
- 2 British School in the Netherlands Junior School Diamanthorst
- 3 British School in the Netherlands Junior School Vlaskamp
- 4 British School in the Netherlands Junior School Leidschenveen
- 5 Deutsche Internationale Schule
- 6 Elckerlyc International School
- 7 European School The Hague
- 8 NSL location Haagsche Schoolvereniging (HSV)
- 9 KSS location Haagsche Schoolvereniging (HSV)
- 10 VNS location Haagsche Schoolvereniging (HSV)
- 11 VHS location Haagsche Schoolvereniging (HSV)
- 12 International School Delft
- 13 International School of The Hague
- 14 International Waldorf School The Hague
- 15 Lighthouse Special Education
- 16 Le Lycée Francais Vincent van Gogh
- 17 Sekolah Indonesia

Secondary schools

- 18 American School of The Hague
- 19 British School in the Netherlands
- 20 Deutsche Internationale Schule
- 21 European School The Hague
- 22 International School of The Hague
- 23 Het Rijnlands Lyceum Wassenaar International School
- 24 International School Delft
- 25 Le Lycée Francais Vincent van Gogh
- 26 Het Rijnlands Lyceum Oegstgeest International School
- 27 Sekolah Indonesia School

Higher Education

- 28 TU Delft
- 29 University of Leiden (Campus The Hague, Leiden)
- 30 The Hague University of Applied Sciences

Healthcare

The Dutch healthcare system is known to be among the very best in the world. Many healthcare providers in The Hague cater towards both local and international residents.

Mandatory health insurance

It is mandatory in the Netherlands for every citizen to purchase at least a base level of health insurance. We advise you to get hold of this as soon as possible. Citizens need to take out a health insurance within 4 months of arrival, even if you already have an existing policy that covers your health in the Netherlands.

Privileged persons may be exempt from purchasing Dutch health insurance. Also, students who are in the Netherlands for study purposes only do not have to take out a Dutch health insurance policy. If you need extra medical care, you can take out additional insurances, like dental care, orthodontics, physiotherapy and glasses. Please note that every citizen in the Netherlands has to pay an amount of €385 policy excess.

Tip: children under 18 receive basic coverage free of charge if they are named on the policy of their parents.

Basic insurance coverage

The government determines which healthcare is covered by the basic package. All healthcare insurances offer the same coverage. You are free to choose any health insurer for your basic package. Please note that it is possible to change your insurer once a year by cancelling before 1 January and taking out a new insurance before 1 February. Health insurers are legally obliged to accept anyone for the basic coverage. They have to charge the same amount to all policy holders regardless of their state of health. This is in accordance with the Dutch law.

Tip: there is a national information platform for health insurance called zorgverzekeringslijn.nl. Call +31 (0)88 900 69 60, or visit their English website to ask questions about your health insurance coverage.

Finding a General Practitioner (GP)

A GP ('huisarts') is your first point of contact for healthcare in the Netherlands. Registering with a local practice will be the first thing to do. Any medication that is not available over-the-counter will require a prescription from your GP. You can hand in this prescription at your local pharmacy ('apotheek'). Visit our website for more information on choosing a GP.

Tip: depending on your income and household size you might be eligible for healthcare allowance ('zorgtoeslag'). Find out more on our website.

Receiving emergency care

Your GP can provide you with a referral to a specialist doctor or refer you to hospital if you need expert help. Visiting hospital without a referral should only be done in case of emergency.

In case of urgent health-related issues after office hours, please contact the after-hours medical clinic ('huisartsenpost'). In The Hague, Rijswijk and Leidschendam-Voorburg: please call Smash during evenings and on weekends: +31 (0)70 346 96 69.

Dentist

There are many dental professionals in The Hague who speak English and other foreign languages. We recommend you to have a check-up twice a year. Any problems in between check-ups? Contact your dentist for an extra appointment.

Child health clinics

Did you know that children in the Netherlands always visit the child health clinic ('consultatiebureau') up to the age of 4? Preventative healthcare is their primary goal. Therefore they provide vaccinations free of charge and check the growth and development of your baby or toddler. The Centre for Children and Families ('Centrum Jeugd en Gezin'/'CJG') is a safe haven in The Hague for children, (expectant) parents and their families.

Taxes

National taxes

If you start living and working in the Netherlands, you will also have to contribute to the Dutch tax system. You will find that there are several national taxes, of which the income tax is the most important. The authority responsible for collecting these national taxes is the Dutch Tax Authority ('Belastingdienst'). The Dutch tax year always runs from 1 January to 31 December.

Did you know that there is a 30% ruling tax advantage?

This 30% reimbursement ruling is a tax advantage for highly skilled migrants coming to the Netherlands. It is especially designed to compensate the expenses you have as a foreign employee, due to temporary residence in the Netherlands. These can be travel expenses, additional housing costs, international education and day-to-day expenses. If you meet several conditions, you will not have to pay an income tax on your salary, this amounts up to 30%.

To be eligible for the tax advantage, you must have been recruited for your job whilst residing outside of the Netherlands. Your salary level and your education are taken into account as well. We advise you to ask your employer's HR department for more information.

How do you file your income taxes?

Filing your taxes can be done digitally via the website of the Dutch Tax Authority ('Belastingdienst'). For this you will need a DigiD. DigiD is a mode of digital identification. Read more about DigiD on page 66. For your information, your employer will always withhold a income tax off your salary. In that case you usually do not have to file your taxes.

Do you have sources of income in addition to your salary, such as investments or additional salaries? Or have you received a letter from the Dutch Tax Authorities to file your taxes? Then you are required to file your tax return. Please note: if you did not live in the Netherlands for the entire year, you will not be able to file your taxes digitally. In this case, you will need to use a so-called M-form. Please visit the 'Belastingdienst' website for more information: www.belastingdienst.nl

Local taxes

Municipalities issue various kinds of taxes to their citizens. While particular taxes are a set rule for everybody, such as sewage, waste and water authority taxes, additional taxes should be paid in certain cases. This depends on your living situation. For example: you will have to pay property taxes if you own any property and you will be charged dog taxes if you own a dog.

If you are a diplomat or privileged person you may be eligible for a partial exemption from certain taxes.



Work and career

The Hague strives for a better world

For more than a hundred years, tens of thousands of people have been working in The Hague every day for a safer, better and more just world. People from all over the world come to The Hague to solve global issues together.

You will not be surprised to find that the Peace Palace is the icon of The Hague as the International City of Peace and Justice. The presence of many governmental organisations, together with the Dutch national government, offer the city a great deal of direct employment, provide an economic spin-off and give The Hague its unique character. In addition the many (international) institutions, embassies, knowledge institutions, lobby and industry organisations, large companies and head offices also contribute to this. It is a fact: The Hague focuses on innovations for a better world.

Economic success and social impact go hand in hand. The Hague as ImpactCity has a growing community of risk-taking pioneers and entrepreneurs working on this. Among the new generation of entrepreneurs, the United Nations Sustainable Development Goals (SDGs) are increasingly becoming a guiding principle. Moreover, The Hague is the beating heart of the largest security cluster in Europe: The Hague Security Delta. More than 13,000 people work here in approximately 400 organisations. They work together to increase global security, especially in the area of cyber security.

Finding a job

Career opportunities in The Hague are exceptionally diverse. Connections between government agencies, commercial enterprises, knowledge institutions and international organisations are easily made in this city. The Hague region offers unique opportunities to advance your career.

When you are looking for a job you will experience that finding a job may require some effort. Vacancies are often advertised on the internet and on social media by most companies and

organisations. A very popular recruitment tool in the Netherlands is LinkedIn. Recruiters always search first through LinkedIn profiles to find potential matches. Another ideal way of finding a job is through independent online job boards. Visit our website for advice.

Voluntary work

Volunteering can offer many benefits for an international in The Hague. It can be an excellent way of building a local network of like-minded people and it can help improve your Dutch language skills. The Hague region is bursting with opportunities for volunteers. As an international, you can choose from a wide variety of English-language organisations that need assistance.

Starting your own business and working freelance

The Hague region is a great place to start your own business. Our business partners, The Hague Business Agency and Innovation Quarter, offer tailor-made advice to foreign companies which consider establishing in The Hague.

If you wish to start your own business, you might consider becoming a freelancer. Freelancers, known in the Netherlands as 'ZZP'ers', are self-employed entrepreneurs who are not committed to any single long-term client or employer.

Please visit our website for a useful checklist for setting up your new business in The Hague region.





About InnovationQuarter

InnovationQuarter is the regional economic development agency for West Holland. Our mission is to strengthen the regional economy in West Holland by stimulating the innovation potential of this unique delta region. We finance innovative and fast-growing companies, assist foreign companies in establishing their businesses in West Holland, and organize collaboration between innovative companies, knowledge institutes and government.

West Holland, an innovative delta region

We proactively work in our region's most innovative sectors like Cybersecurity, Cleantech, Life Sciences & Health, Medical Technology, Horticulture, Maritime Industry, High Tech Systems & Materials, ICT, Robotics and Aero-Space. If you are active in one of these sectors and are interested in our activities, please visit our website or sign up to our monthly insightful newsletter!



€137 million
investment funds



2.700 foreign
companies



15 fieldlabs &
innovation hubs



www.innovationquarter.eu



◆ The Impact
The Business
The **Hague.**

'One stop shop' for foreign companies,
NGOs, social enterprises and startups
establishing, relocating or expanding in
The Hague.

businessagency.thehague.com

The **Hague.**

Business Agency

Looking for an expert?

The Hague International Centre will always be pleased to connect you to reliable service providers who offer high-quality services in English and who are familiar with your needs as an international living in The Hague region.

Buying a house or choosing a school for your children? We can connect you to real estate professionals and education consultants who can help you find the perfect school. Or do you perhaps need advice in applying for the 30% tax benefit? We can connect you to experts in the field of income tax as well.

We welcome you to take a look at our partners on our website. We are partnered with organisations in the following categories:

Banking	Tax
Finance	Legal
Healthcare	Childcare
Language and education	Employment
Housing	Relocation
International clubs and networks	
Media	Culture
Business Networks	Utilities

Perhaps you are interested in joining or learning more about The Hague's (international) networks and communities? We can tell you all about trusted international clubs and networks that we have partnered with.

Visit our website for a full list of our partners:
www.thehagueinternationalcentre.nl/partners

Our partner criteria

All of our partners meet multiple criteria and they are always selected with great care.

The partnered organisation:

- Offers its services in one of the following sectors: banking, childcare, employment, finance, healthcare, housing, international clubs and networks, language and education, legal, media, relocation, tax.
- Offers its services or products in The Hague region.
- Offers relevant information in English and/or another relevant language for internationals (off- and online, customer service, complaints procedure, forms etc.).
- Can demonstrate a minimum of two years' experience in the international market.
- Has a minimum of two references by international customers/companies.
- Agrees to the cooperation (conditions) and customer satisfaction survey.
- Meets the requirements of the General Data Protection Regulation (GDPR).





LIVING IN THE HAGUE REGION

Now that you have moved to The Hague region, it is time to truly settle in and make The Hague region feel like home!

[About The Hague](#)
[About Delft](#)
[About Rijswijk](#)
[About Leidschendam-Voorburg](#)
[About Wassenaar](#)
[About Voorschoten](#)

[Welcome to The Hague event](#)
[CONNECT events](#)
[City events](#)

[Tips by locals](#)

About

The Hague



The Hague, the place to be!

Did you know The Hague is also known as:

- The city by the sea: it is the only major Dutch city located at the sea. At just 15 minutes from the historical city centre, you will find no less than 11 kilometres of beach.
- The international city of Peace and Justice: all international organisations and non-governmental organisations reside in the city.
- The royal city: it does not only serve as the government's seat, but also as the Dutch royal family's residence.

In addition, the city practically offers anything you could wish for: fantastic shopping in the city centre, long walks in the dunes, dining on fresh fish along the beach and a drink at a café. You will find your way around town in practically no time. With its family-friendly environment offering great (international) education, The Hague is a great place to start your future.

Popular places to live in The Hague region

You will soon find that there are many neighbourhoods to explore, each with their own charm. The more traditional neighbourhoods for internationals are Geuzen- and Statenkwartier, Wasseenaar, Benoordenhout and Archipelbuurt/Willemspark.

If you would rather live in more upcoming neighbourhoods, you should definitely take a look at Zeeheldenkwartier, Regentessekwartier and Vroondaal.

Work life in The Hague

Thousands of people work hard every day in The Hague to tackle complex global challenges. Almost everything in the city is just a stone's throw away: government agencies, embassies, commercial enterprises, knowledge institutions and international organisations, such as the International Court of Justice, International Criminal Court or Europol. It is the place where you can exert influence as well as expand your network readily. For that reason multinationals like Shell, Total, Siemens, Huawei, Worley, KPN, T-Mobile, Aegon and the NN Group find a welcoming business climate in The Hague.

Education

The Hague offers the most diverse international education options of the Netherlands. The Hague is home to private, subsidised and national schools. Most schools work together with international or bilingual childcare. Find more information on this topic in the chapter Relocating – Education and childcare.

City Hall

Spui 70
2511 BT The Hague
+31 (0)70 353 30 00

Facts and figures about The Hague

- Capital of the province of South Holland
- 3rd biggest city of the Netherlands



540.000
inhabitants



60.000
internationals



5.000+
international
students



180
different
nationalities



556
restaurants



345
bars & pubs



75
museums,
theatres and
concert hall



70
beach café's



150+
international
companies



111
embassies &
consulates



12
international
schools



4.000
shops



74
hotels



11 km
coastline

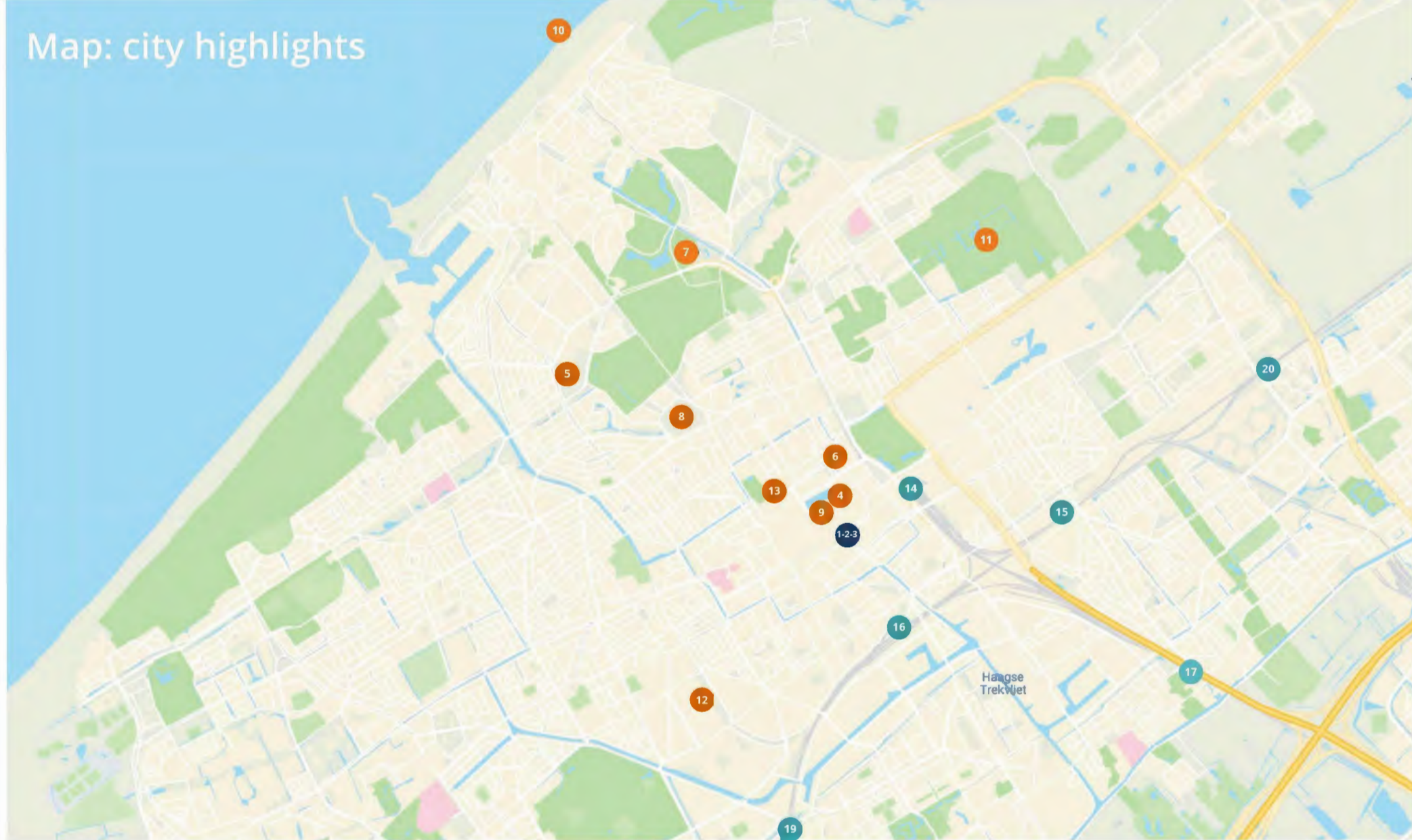


7
outdoor
markets



5
railway
stations

Map: city highlights



City highlights

- | | |
|--|--------------------------|
| 1 The Hague International Centre | 8 The Peace Palace |
| 2 Tourist Information (The Hague Info Store) | 9 Binnenhof |
| 3 Central Library | 10 De Pier, Scheveningen |
| 4 Mauritshuis | 11 Japanese garden |
| 5 Kunstmuseum Den Haag | 12 The Hague Market |
| 6 Escher in The Palace | 13 Noordeinde Palace |
| 7 Madurodam | |

Railway stations

- | |
|------------------------|
| 14 Den Haag Centraal |
| 15 Den Haag Laan v NOI |
| 16 Den Haag HS |
| 17 Voorburg |
| 18 Den Haag Ypenburg |
| 19 Den Haag Moerwijk |
| 20 Den Haag Mariahoeve |

About

Delft



Great living in Delft

As an international arriving to Delft, a medium-sized city of 100,000 inhabitants between The Hague and Rotterdam, you will find yourself between 25,000 students. Delft is a historic city, filled with monumental architecture, canals and beautiful court yards. Yearly, around 1 million visitors visit artist Johannes Vermeer's birthplace and discover the story of William of Orange. Delft is also known for its Delft Blue: the famous tin-glazed pottery.

Work life in Delft

Delft has over seventy local high-tech institutes and enterprises offering plenty of working opportunities. Several large organisations and companies reside in Delft as well, like UNESCO-IHE Delft Institute for Water Education, IKEA, DSM, Samsung, and Brightsight.

Education

Delft University of Technology attracts many international students and teachers. The International School Delft is situated on-campus and offers primary and secondary education.

City Hall:

Stationsplein 1
2611 BV Delft
+31 (0)15 260 22 22

About

Rijswijk



Easy living in Rijswijk

Rijswijk is a relatively calm area within hands' reach from all the attractions of The Hague. Just to the north you will find the rustic Herenstraat, a quaint walking street, flocked with small shops, bakeries, chic cafés and charming restaurants. Do you fancy a little shopping? Visiting the Bogaard shopping centre is definitely worth it. Rijswijk is a small green town which houses around 50,000 people. Leisure-wise you can visit museums, theatres, and also the family amusement park Drievliet.

Work life in Rijswijk

Rijswijk is home to the second biggest EU institution: the European Patent Office. Their new glass building houses over 2,500 employees. Furthermore, you will find energy companies Wintershall and Petrogas in Rijswijk.

Education

For your children's education, you will have two options: you can choose between international schools and universities in The Hague and Delft. They can easily be reached by public transport in just a couple of minutes.

City Hall:

Bogaardplein 15
2284 DP Rijswijk
+31 (0)70 326 10 00

About

Leidschendam-Voorburg



Living in green Leidschendam-Voorburg

Leidschendam-Voorburg stands out with its parks, forests and lakes. The city, which has 75,000 residents, offers lots of outdoor experiences like sailing, windsurfing, mountain biking and horse riding. In 2020, shopping in the city will receive a great upgrade with the opening of the 'Mall of the Netherlands'.

Work life in Leidschendam-Voorburg

Leidschendam-Voorburg borders a key economic district of The Hague, with big corporates nearby like: the World Trade Center, KPN, Siemens, Worley, the start-up campuses of The Hague Security Delta and The Hague Tech. Furthermore, the Chinese telecom giant Huawei, geoscience expert Fugro and the Special Tribunal for Lebanon are located in and around Leidschendam-Voorburg as well.

Education

Two easily accessible HSV international primary schools are situated in Bezuidenhout. You will also find a British primary school in Mariahoeve and two British schools in Leidschenveen (both primary and secondary).

City Hall:

Koningin Wilhelminalaan 2
2264 BM Leidschendam
+31 (0)70 300 90 00

About

Wassenaar



Rural living in Wassenaar

Wassenaar is known for its large American community. It is an upscale suburban city of about 26,000 inhabitants surrounded by the Meijendel reserve on one side and rural polders on the other. Wassenaar has a 7km long beach, dunes and parks like Clingendael. Also, you will find several golf clubs conveniently spread through the town. The city offers a great quality of life with beautiful stores, churches and museums like Voorlinden and Louwman. The city is also home to family amusement park Duinrell, including waterpark Tiki Pool and multiple camping grounds.

Work life in Wassenaar

The US embassy and consulate are located in Wassenaar. Many of Wassenaar's residents commute to The Hague or other surrounding cities for work.

Education

Your children will not have to travel far for their education, as Wassenaar upholds an excellent schooling level with Rijnlands Lyceum and The American School of The Hague.

City Hall:

Johan de Wittstraat 45
2242 LV Wassenaar
+31 (0)88 65 49 222

About Voorschoten



Suburban living in Voorschoten

Voorschoten is an elegant municipality of more than 25,000 people. Embraced between Leiden, Wassenaar and Leidschendam-Voorburg, you can enjoy the benefits of suburban life while still staying within reach of any urban commitments. Voorschoten has a rich history, manifesting in an admirable old town with restored churches, factories, estates and the famous Duivenvoorde Castle.

Work life in Voorschoten

Most of the internationals living here commute to work in The Hague and Leiden.

Education

Voorschoten has a strong British community. It is not surprising that most international children attend the local British School in the Netherlands: the Senior School Voorschoten. It is a modern school with great facilities. It is known for providing education to students of more than eighty nationalities.

City Hall:

Leidseweg 25
2252 LA Voorschoten
+31 (0)88 654 96 00

Learning Dutch

Your experience in the Netherlands can be greatly enriched by learning the Dutch language. Dutch can be a difficult language to learn, depending on your native tongue. Please take the following advice into account while learning the Dutch language:

- Allow yourself to make mistakes.
- Practice any way you can: with music, television and books.
- Ask people to speak Dutch with you, anywhere you are.
- Team up with others who are learning Dutch.
- Do not worry about your accent.

Dutch courses

Would you like to follow a Dutch language course?

The Hague public library offers classes on learning the Dutch language. Additionally, we offer an overview of different language schools on our website. Using this list, you can select a school and a course that suits your wishes and needs best.

Five Dutch films

Watching Dutch films will help you in your journey to familiarise yourself with the Dutch language. Below you will find some famous ones:

- Alles is Liefde ('Everything is Love'; a love story/comedy, set during the Dutch holiday Saint Nicholas)
- De Heineken Ontvoering ('The Heineken Kidnapping'; a crime film based on a true story)
- De Marathon (a comedy about the Rotterdam marathon)
- Minoes (a family film in which the main character finds herself changed into a cat)
- Zwartboek ('Black Book'; a thrilling story surrounding Dutch resistance during the Second World War)

Tip: Watch these films with subtitles; Dutch or English, depending on your level of learning.

Learning Dutch

Below you will find some common words and phrases to help you along.

Hello
Hallo

Good morning
Goedemorgen

Good evening
Goedenavond

Yes
Ja

How are you?
Hoe gaat het?

Please
Alstublieft

You're welcome
Graag gedaan

What is your name?
Hoe heet je?

I can't speak Dutch.
Ik spreek geen Nederlands.

I don't understand.
Ik begrijp het niet.

Goodbye
Tot ziens

Good afternoon
Goedemiddag

Excuse me
Sorry

No
Nee

Fine, thank you
Goed, dank je

Thank you
Dank je

Good luck!
Veel succes!

My name is...
Mijn naam is...

Do you speak English?
Spreekt u Engels?

ImpactCity

ImpactCity is Europe's leading impact ecosystem that facilitates entrepreneurs and frontrunners who work on innovations for a better world. Impact makers focused on solving global challenges will find an extensive network of stakeholders committed to the Sustainable Development Goals related to sustainability, renewable energy, food and humanitarian innovation as well as an excellent infrastructure to do good and do business in The Hague.

As ImpactCity we open doors to investors, offer access to a comprehensive business network, inspiring company locations as Apollo 14, international trade missions and competitions such as Startup in Residence & The Hague Innovators.

Join us in The Hague: the ImpactCity where economic success and social impact go hand in hand: Doing Good & Doing Business.

Want to learn more? Check:

www.impactcity.nl | [@hagueinnovators](https://twitter.com/hagueinnovators) | [@impactcity](https://twitter.com/impactcity)

www.apollo14.nl | [@apollo14_DH](https://twitter.com/apollo14_DH)

ImpactCity POWERS:

APOLLO 14

Startup
in Residence

ImpactFest

The Hague
Innovators

Welcome to The Hague event

Whether you have just arrived in the Netherlands or you have already settled in, you will always be more than welcome to visit our 'Welcome to The Hague' event.

The 'Welcome to The Hague' programme includes:

- an overview of useful resources for finding information
- an opportunity for asking questions
- presentations on 'Living in the Netherlands' and on 'Who are the Dutch'
- information about The Hague International Centre, ACCESS and tourist information
- a walking tour through The Hague's historic city centre
- a free drink in the city centre at the end of the tour

When do these events take place?

The Hague International Centre welcomes you to participate in the 'Welcome to The Hague' event on:

Thursday 26 March 2020

Thursday 25 June 2020

Thursday 10 September 2020

Thursday 26 November 2020

Registration

Participation is free of charge. Registration through our website is required.

"I've attended Welcome to The Hague together with my spouse. We both definitely learned a lot and we will certainly join future events if we can."

SAVE THE DATE

www.thehagueinternationalcentre.nl/events



CONNECT events

Several times a year, The Hague International Centre organises 'CONNECT' events. These events help you discover everything you need to know about working and living in The Hague region. Every CONNECT event is themed around a particular topic, like taxes, housing or healthcare. During CONNECT you will also get to know trusted partner organisations.

CONNECT programmes include:

- informative presentations, mostly presented by our partners
- Q&A sessions
- networking opportunities

When do these events take place?

You are most welcome at our CONNECT events, which take place between 18:00 and 20:00 on the following days:

Thursday 16 January 2020 - Language and Communication

Tuesday 11 February 2020 - Taxes and Finance

Tuesday 26 March 2020 - Education and Childcare

Tuesday 19 May 2020 - Family Affairs

Thursday 25 June 2020 - Housing and Settling in

Thursday 10 September 2020 - Finding Work

Thursday 15 October 2020 - Healthcare

Tuesday 26 November 2020 - Housing

Registration

Participation is free of charge. Registration through our website is required.

"Incredibly informative, educational and useful. I can recommend anyone with questions about a specific topic to visit a CONNECT event."

SAVE THE DATE

www.thehagueinternationalcentre.nl/events

Did you know The Hague International Centre works together with trusted partner organisations in all kinds of sectors, such as housing, banking, and education? Find a comprehensive overview of our partners on our website.



Welcome to **The Hague.**

Royal city by the sea



◆ The City
The Beach
The **Hague.**

denhaag.com

No Dutch? No problem. Volunteer!

Over 300 volunteer jobs suitable for non-Dutch speakers.



**VOLUNTEER THE HAGUE PROJECT
HELPS ENGLISH SPEAKING
RESIDENTS CONNECT WITH LOCAL
NON-PROFIT ORGANISATIONS.**



volunteerthehague.nl



City events

January: New Year's Dive

Start the New Year off fresh with a dive into the cold North Sea water along the coast of Scheveningen. Regardless of the weather, each year at least 25,000 people plunge into the freezing water.

February: Feel at Home Fair

The Feel at Home Fair is a gathering of the international community in The Hague region. Over 4,000 people, representing more than 100 nationalities, come together and make connections locally.



March: CPC Run The Hague

CPC Run The Hague is an annual half marathon competition. However, with 1km, 2.5km, 5km and 10km course options, this run has become a complete family running event.

April: King's Day

Join the Dutch with their orange madness on King's Night and King's Day, definitely a celebration to remember. Throughout The Hague you will find many flea markets, fun activities and festivals.

May: Tong Tong Fair

The Tong Tong Fair is the largest Eurasian festival in the world. Every day, the programme is filled with dance, literature, theatre (Wayang), comedy, music (Kroncong), workshops and food.



June: Parkpop

Parkpop is one of Europe's largest, freely accessible festivals; it always attracts visitors of all ages.

July: The Hague Art and Antique Days

During the The Hague Art and Antique Days you can enjoy two whole days focused on antique, art, galleries, curiosities and books.

August: Jazz in the Canal

Enjoy the last evenings of summer along the canal in The Hague, as the water becomes a stage.



September: Prince's Day

Every third Tuesday in September is 'Prince's Day'. On that day, King Willem-Alexander delivers the 'Throne Speech' in the Hall of Knights at the Binnenhof in The Hague.

October: Crossing Border The Hague

At Crossing Border, literature, music, film and the visual arts are combined. For several days writers, poets, musicians, filmmakers and artists will reign over The Hague's cultural centre.

November: IamExpat Fair

The IamExpat Fair is an international one-day event designed to connect and support the expat community in The Hague.



December: Royal Christmas Fair

At the romantic Lange Voorhout you will hear Christmas carols, see beautiful twinkling lights and you can do lots and lots of Christmas shopping.

Tip: are you looking for more events? Please visit www.denhaag.com



Tips by locals



- Hofvijver

1

"I like to walk along The Hofvijver to enjoy the historical government buildings, the skyline of The Hague and the beautiful mansions on the Lange Vijverberg. To meet new people I recommend the restaurants in the harbour in Scheveningen for the lively atmosphere; I genuinely believe that food unites!"

By Talal Al Marri's, Aramco Overseas

"Understand the local culture and language by first focusing on what is similar with what you know and move from there. Try to learn a few new words and aspects of the new culture every day and do not be afraid of asking locals about how things are said and done. Everyone likes to talk about their own culture and language."

By Ute Limacher-Riebold, Ute's International Lounge

2



- Learning the language



- Het Plein

3

"The Hague's vibrant and extensive international community offers many options for becoming involved, meeting people and building a community. Especially for the accompanying spouse or partner, our advice is to take advantage of these. ACCESS can help you find the ones best suited to your interests. Let us help you, to help yourself."

By Rawia Liverpool, ACCESS

"I started as an expat 22 years ago and grown to love this city. My children say it's the best place in the world to grow up. I love the combination of international and Dutch communities and world class culture and the beach. My tip is to take advantage of both, and I can't say enough great things about my two favorite museums: Panorama Mesdag and Voorlinden."

By Jill Wilkinson, The Hague Humanity Club

4



- Museum Voorlinden



- The dunes

5

"The Hague offers a perfect combination of city and nature. Take your time to discover the different neighbourhoods of the city. My favourite is the Zeeheldenkwartier, which has a wide variety of independent cafés and restaurants. You can also ride your bike along the coast to Katwijk. It will take you around an hour and the landscape is worth the effort."

By Paolo Bernasconi, Organisation for the Prohibition of Chemical Weapons



DAILY LIFE

As a new citizen of The Hague region, your day-to-day life will likely look different than before. Below you will find some practical information and tips to make this transition as smooth as possible.

Taking care of important formalities

The Netherlands: Basics

Emergency and Help lines

Getting around

Public and school holidays

Tips by locals

Taking care of important formalities

The information below will help you to take care of important formal affairs:

DigiD

With your DigiD (short for Digital Identification), you can prove your identity online to hundreds of government organisations in order to get access to their services. It is like a digital version of your passport or driving licence.

MijnOverheid

MijnOverheid is a personal, secure platform provided by the government. You can access MijnOverheid by logging in with your DigiD. After logging in, you can view your personal information and check your digital inbox for messages from government organisations.

Municipal affairs

All those living in The Hague can easily access many municipal services in a secure online environment, called MijnDenHaag. MijnDenHaag allows you to take care of things like changing a parking permit or paying your municipal taxes. You can also check the status of your application. In addition, information on property values can be found there as well. You can use your DigiD to login.

Municipal websites

Below you will find the URLs to websites of all municipalities in The Hague region. Of course, you can also always visit the city hall of your municipality, should you have any questions. Please note: not all of these websites are available in English.

Municipal website The Hague: www.denhaag.nl

Municipal website Delft: www.delft.nl

Municipal website Rijswijk: www.rijswijk.nl

Municipal website Leidschendam-Voorburg: www.lv.nl

Municipal website Wassenaar: www.wassenaar.nl

Municipal website Voorschoten: www.voorschoten.nl

The Netherlands: Basics

Country and area codes

The country code for the Netherlands is +31.

Dutch mobile phone numbers start with 06.

Area code The Hague, Rijswijk, Leidschendam-Voorburg: 070

Area code Delft: 015

Area code Voorschoten: 071

Currency and daily payments

The Netherlands is part of the European Economic and Monetary Union and as such has the Euro as its currency. Paying by debit card is the norm in the Netherlands. After setting up a Dutch bank account, you will automatically receive a debit card. More and more shops, food service establishments and public transport services have switched to card payments only. Additionally, wireless payments have become increasingly more common; all newly issued debit cards have wireless payment functionality built-in.

Time zones

The Netherlands is located in the Central European Time Zone (CET). This means that we are one hour ahead of Greenwich Mean Time (GMT+1). The Netherlands observes Summer time (Daylight saving time): the clock is adjusted forwards by one hour at the start of spring and adjusted back in autumn.

Seasons and weather

We have four seasons: winter (January – March), spring (April – June), summer (July – September), and autumn (October – December). The Netherlands has a temperate maritime climate. Generally, this means that Dutch winters are normally mild and summers are cool. Average temperatures in winter vary between 2°C and 6°C, and in summer 17°C and 20°C. Rainfall is distributed throughout the year.

The Netherlands is a flat country and as such, breezy conditions are common, especially in coastal areas such as The Hague region.

Emergency and help lines

112

In case of an emergency, you should call 112. By calling 112, you can contact the police, fire department or medical care.

Police

If you do not have an emergency, but you still need to contact the police, you may call: 0900-8844. You can also report certain crimes online.

Medical care

If you are not in an emergency, but do need to speak to a medical professional, please contact your General Practitioner (GP) during office hours. However outside office hours, you will need to contact the out-of-hours medical clinic ('huisartsenpost').

In The Hague, Rijswijk and Leidschendam-Voorburg, please call 'SMASH' during evenings and weekends: **+31 (0)70 346 96 69**
In Delft: please contact 'Huisartsenpost Delft' during evenings and weekends: **+31 (0)15 251 19 30**.

Have you heard the sirens on the first Monday of each month?

If you are new to the Netherlands, you might wonder why you are suddenly surrounded by loud sirens everywhere on the first Monday of the month at noon. This is the national Warning System ('Waarschuwingstelsel'). This system is tested every month with 4200 sirens in order to ensure it works properly in case of emergency, reaching everybody across the country.

The sirens can be operated individually by regional fire departments. They are owned by the Ministry of Internal Affairs.

In case of emergency, you will hear this sound too, even if it is not the first Monday of the month. It is meant as a warning to go inside. Then all citizens are advised to shut all doors and windows and to turn on their television or radio for updates.



Map: hospitals and railway stations



Hospitals

- 1 HagaZiekenhuis location Leyweg
- 2 Juliana Children's Hospital
- 3 HagaZiekenhuis location Sportlaan
- 4 HMC Antoniushove
- 5 HMC Westeinde

Railway stations

- 6 Den Haag Centraal
- 7 Den Haag Laan v NOI
- 8 Station HS
- 9 Den Haag Ypenburg
- 10 Den Haag Moerwijk
- 11 Den Haag Mariahoeve
- 12 Voorburg
- 13 Delft
- 14 Delft Zuid

Getting around

Bike

Did you know? There are more bicycles in the Netherlands than there are people: over 22 million bikes versus 17 million citizens.

This is because a bike ('fiets') is an ideal way of getting around the Netherlands' compact cities and towns. Bikes are readily available for purchase or rent all across The Hague region. Visit our website to find out more about cycling rules, advice and where you can learn how to ride a bicycle.

Public transport

The Hague region has an outstanding public transport system. There are over 30 tram and bus lines ready to bring you to wherever you need to go. The Hague region also has several railway stations and is serviced by Fast Ferry and a Randstad Metro line.

We advise you to purchase an 'OV-chipcard'; 'OV' is short for 'Openbaar Vervoer', meaning Public Transport. This transport card can be topped up at stations and other locations all over The Hague region. You can use the same card for all public transport in the Netherlands. Read more on the different kinds of OV-chipcard and how and where to top it up on our website.

Car

Many of The Hague's residents rely on public transport for their daily commute and often do not own a car. However, many families and those who need to travel outside of the city on a regular basis, do own a car. Paid parking is common in The Hague region. If you live in a paid-parking area, you can apply for a residents' parking permit. You will find more information on how to apply for such a permit on our website; this process differs per municipality.

[illegible][illegible]



The Hague International Centre

City Hall (Atrium)
Spui 70
2511 BT The Hague
+31 70 353 50 43

internationalcentre@denhaag.nl
www.thehagueinternationalcentre.nl

1st edition

Published: October 2019
Copyright: The Hague International Centre
All rights reserved.

No part of this publication may be reproduced, distributed or transmitted without prior consent from The Hague International Centre.
No rights can be derived from the information provided in this booklet.
The Hague International Centre cannot be held liable for consequences associated with the use of any information found in this booklet



From: "ZE"
Sent: Fri, 18 Oct 2019 14:17:18 +0100
To: "ZE" <ZE@den Haag.nl>; "ZE"
ZE@den Haag.nl>; "ZE" <ZE@den Haag.nl>; "ZE"
ZE@den Haag.nl>; "ZE" <ZE@den Haag.nl>; "ZE" <ZE@den Haag.nl>; "ZE"
ZE" <ZE@den Haag.nl>; "ZE" <ZE@den Haag.nl>; "ZE"
ZE@den Haag.nl>; "ZE" <ZE@den Haag.nl>
Cc: "ZE" <ZE@den Haag.nl>
Subject: Welkomstboek The Hague International Centre
Attachments: Welcome to The Hague boek.pdf

Beste ZE ZE ZE ZE ZE ZE en ZE ZE ZE en ZE
cc Linde

Bijgevoegd stuur ik jullie het Welkomstboek van The Hague International Centre.

Het boek is een eerste introductie in wat The Hague International Centre voor internationale medewerkers kan doen. Ook geeft het boek mensen tips mee voor hun eerste stapjes in Nederland over o.a. werk, huisvesting, zorg, internationaal onderwijs en belangrijke evenementen. Vanaf half november wordt dit boek aan alle internationals uitgereikt die komen wonen en/ of werken in de regio Den Haag. Ook zal dit boek gebruikt en verspreid worden door de acquisitiepartijen IO en THBA, de werkgevers en relocators in de regio Den Haag.

Dit boek is tot stand gekomen door de inzet en bijdrage van diverse afdelingen en personen van binnen en buiten de Gemeente Den Haag.

Het is door twee onafhankelijke redacteurs geschreven en geredigeerd waarbij er rekening is gehouden met de volgende uitgangspunten: het is geschreven op B1 niveau, Brits Engels, en lezersgericht.

Het design is verzorgd door onze medewerker & stagiaire ZE

Mochten jullie wijzigingen hebben dan horen wij dat natuurlijk graag en uiterlijk op dinsdag 22 oktober om 10.00u. Daarna gaat het boek naar de drukker zodat we het op 14 november tijdens The Hague Connect event kunnen uitdelen.

Willen jullie ZE (cc) meenemen in de reactie aangezien ik vanaf vanmiddag een weekje weg ben.

Ik wens jullie veel leesplezier!

Met vriendelijke groet,



ZE
Project manager communication, marketing
and events

Available on:

From: "ZE"
Sent: Mon, 21 Oct 2019 10:52:35 +0100
To: "ZE" <ZE@denhaag.nl>
Cc: "ZE" <ZE@denhaag.nl>; "ZE" <ZE@denhaag.nl>
Subject: Fwd: Welkomstboek The Hague International Centre

ZE kan jij dit met ZE bespreken?

Misschien wel goed om vandaag even langs ZE te laten gaan in overleg met de woordvoerder of ZE / ZE betrekken hierbij?

Gr. ZE

Verstuurd vanaf mijn iPad

Begin doorgestuurd bericht:

Van: ZE ZE @denhaag.nl
Datum: 21 oktober 2019 om 08:59:05 CEST
Aan: ZE <ZE@denhaag.nl>
Kopie: ZE ZE @denhaag.nl, ZE ZE @denhaag.nl, ZE
ZE @denhaag.nl, ZE <ZE@denhaag.nl>
Onderwerp: Antw.:^[FS] Welkomstboek The Hague International Centre^[PDF]

Ziet er goed uit. Ik zou hem nog wel aan de wethouder voorleggen voordat het naar de drukker gaat.

Gr.

ZE

Van: ZE
Verzonden: vrijdag 18 oktober 2019 15:17
Aan: ZE ZE @denhaag.nl; ZE ZE @denhaag.nl; ZE
ZE <ZE@denhaag.nl>; ZE ZE @denhaag.nl; ZE
ZE @denhaag.nl; ZE <ZE@denhaag.nl>; ZE
ZE @denhaag.nl; ZE ZE @denhaag.nl; ZE
ZE @denhaag.nl; ZE ZE @denhaag.nl
CC: ZE <ZE@denhaag.nl>
Onderwerp: Welkomstboek The Hague International Centre

Beste ZE ZE ZE ZE ZE ZE en ZE ZE ZE en ZE
cc Linde

Bijgevoegd stuur ik jullie het Welkomstboek van The Hague International Centre.

Het boek is een eerste introductie in wat The Hague International Centre voor internationale medewerkers kan doen. Ook geeft het boek mensen tips mee voor hun eerste stapjes in Nederland over o.a. werk, huisvesting, zorg, internationaal onderwijs en belangrijke evenementen. Vanaf half november wordt dit boek aan alle internationals uitgereikt die komen wonen en/ of werken in de regio Den Haag.

Ook zal dit boek gebruikt en verspreid worden door de acquisitiepartijen IO en THBA, de werkgevers en relocators in de regio Den Haag.

Dit boek is tot stand gekomen door de inzet en bijdrage van diverse afdelingen en personen van binnen en buiten de Gemeente Den Haag.

Het is door twee onafhankelijke redacteurs geschreven en geredigeerd waarbij er rekening is gehouden met de volgende uitgangspunten: het is geschreven op B1 niveau, Brits Engels, en lezersgericht.

Het design is verzorgd door onze medewerker & stagiaire [redacted]

Mochten jullie wijzigingen hebben dan horen wij dat natuurlijk graag en uiterlijk op dinsdag 22 oktober om 10.00u. Daarna gaat het boek naar de drukker zodat we het op 14 november tijdens The Hague Connect event kunnen uitdelen.

Willen jullie Linde (cc) meenemen in de reactie aangezien ik vanaf vanmiddag een weekje weg ben.

Ik wens jullie veel leesplezier!

Met vriendelijke groet,



[redacted]

Project manager communication, marketing
and events

Available on:

Mon, Tues, Thurs, Fri

[redacted]

E [redacted]@denhaag.nl

W www.thehagueinternationalcentre.nl



[Subscribe to our newsletter!](#)

From: "internationalcentre"
Sent: Mon, 21 Oct 2019 11:10:50 +0100
To: "[REDACTED]" <[REDACTED]@enhanceddesignsmarketing.com>
Subject: RE: Inquiry

Hi [REDACTED]

Apologies for the delay in our reply.

We hereby kindly let you know that you can register via The Hague International Centre once you have found housing in the Netherlands and have submitted your application for a residence permit.

Should you experience any issues with The Hague International Centre partners, please do let us know so we can reach out to partners if necessary.

I'm glad we could be of help and look forward to welcoming you at our Centre!

Met vriendelijke groet/ kind regards,



[REDACTED]
Accountmanager & Registration Officer



Van: [REDACTED]
Verzonden: dinsdag 15 oktober 2019 15:32
Aan: internationalcentre
Onderwerp: Re: Inquiry

Hi [REDACTED] thank you so much for the reply. What is the usual expected time frame to know if I'll be able to use your service for the BSN number?

Thank you again for the direction of your partners, I have reached out to some of them and some seem more difficult to work with. Another was for company relocation not individual. But BizStay was a great referral partner! That's great to know that 88 (whether A, B, or C are registered). That would be the closest in my price range as I would look for an apartment.

I appreciate your help and as we finalize our decision and timeline I can't wait to meet you perhaps in person for coffee some day!

Enjoy your afternoon and evening,

Heidi

2E
Enhanced Designs



On Mon, Oct 14, 2019 at 10:02 AM internationalcentre <2E [REDACTED]@den Haag.nl> wrote:

Dear 2E [REDACTED]

Thank you for your email.

I informed the responsible department in the meantime and will await their response.

Regarding your query on the Bezuidenhoutseweg 88, please be informed this address can be used for registration, as it is listed as a residential address in our system. Once you find permanent housing, you should indeed change your address within 5 days of moving to the new address. Should you move within The Hague, you could use attached form.

If by that time you have applied for a DigiD, you could instead use your DigiD to change your address online. For more information on the DigiD, we kindly refer to below link:

<https://www.thehagueinternationalcentre.nl/relocating/formalities/digid>

I noticed I missed a few of your previous questions. Please find my answers below:

I wanted to ask beyond the BSN Number, Municipality, etc. what other services are offered if my case is accepted. **Our core services include registration at an address for a BSN. We usually also handout residence permit cards however, this may be different in your case. This depends on whether you can select The Hague International Centre on your residence application form as a location to collect the residence permit card. This is usually an advantage, as this allows internationals to register and collect the residence permit during one appointment. However, as you will only submit your application for residence once you are in the Netherlands and the application process will take a longer than the average highly skilled migrant application process, this advantage will most likely not apply to you.**

And what are those costs? **We do not charge a fee for our services.** I don't know that I captured the breadth of the services you would offer beyond the same day BSN, etc. reviewing your website. I'd appreciate any details or if you have a marketing piece that showcases a list of what is included. **In addition to our core services (obtaining a BSN through registering), we provide internationals with information. You can contact us for any questions, and we will either answer these questions ourselves or refer you to other organizations, relevant websites, platforms or programs.**

For instance, I found a Relocation/Immigration company that offers housing package and immigration (for IND Residence

application, Bank Account opening, etc.). If you are looking for paid assistance in these matters, we would refer you to organizations we have a partnership agreement with, which includes relocators, movers, immigration lawyers and specialists, and more:

<https://www.thehagueinternationalcentre.nl/partners>

We hope this clarifies!

Met vriendelijke groet/ kind regards,



[REDACTED]
Accountmanager & Registration Officer



Van: [REDACTED] <[REDACTED]@enhanceddesignsmarketing.com>

Verzonden: vrijdag 11 oktober 2019 15:06

Aan: internationalcentre [REDACTED]@denhaag.nl>

Onderwerp: Re: Inquiry

Dear [REDACTED] thank you! I'm glad that was the information you and your team would need.

A follow up to the partner on your site [Biz Stay Apartments](#) and they offer apartments on Bezuidenhoutseweg 88, 2594 AX Den Haag - and a few other locations. They've advised I could get mail but I wanted to confirm if these apartments that they offer would be eligible and accepted for an address to register with the municipality. And if [REDACTED] then when I found a permanent apartment I would just do an address change form correct?

Thanks again,
Heidi

[REDACTED]
[Enhanced Designs](#)
[https://\[REDACTED\]/](https://[REDACTED]/)
[https://\[REDACTED\]/in/popeheidi/](https://[REDACTED]/in/popeheidi/)
Scheduling: [https://\[REDACTED\]/enhanced-designs](https://[REDACTED]/enhanced-designs)
Voice/Text 715-600-3472



On Fri, Oct 11, 2019 at 2:32 AM internationalcentre <[REDACTED]@denhaag.nl> wrote:

Dear [REDACTED]

Thank you for providing us with below information. I will forward this to the responsible departments for further verification. If they can in fact be of help, they will reach out to you directly.

We will get in touch as soon as we have a confirmation on whether your registration can be completed at our Centre, or whether this should go through the regular municipal desks.

We will be in touch again shortly!

Met vriendelijke groet/ kind regards,



[REDACTED]
Accountmanager & Registration Officer
Available on:

[REDACTED]

E [REDACTED]@denhaag.nl

W www.thehagueinternationalcentre.nl

Van: [REDACTED] <[REDACTED]@enhanceddesignsmarketing.com>

Verzonden: woensdag 9 oktober 2019 17:52

Aan: internationalcentre <[REDACTED]@denhaag.nl>

Onderwerp: Re: Inquiry

Hello [REDACTED] I'm attaching an overview of my business (PDF file). Could you please take a look and advise if this would be enough information for review?

I wanted to ask beyond the BSN Number, Municipality, etc. what other services are offered if my case is accepted. And what are those costs? I don't know that I captured the breadth of the services you would offer beyond the same day BSN, etc. reviewing your website. I'd appreciate any details or if you have a marketing piece that showcases a list of what is included.

For instance I found a Relocation/Immigration company that offers housing package and immigration (for IND Residence application, Bank Account opening, etc.).

Additionally, I know we talked about certain addresses would not count for housing while I am looking for apartments. You have a partner on your site [Biz Stay Apartments](#) and they offer apartments on Bezuidenhoutseweg 88, 2594 AX Den Haag. Would these be eligible and accepted for an interim address?

Heidi Pope

Enhanced Designs

<https://enhanceddesignsmarketing.com/>

<https://www.linkedin.com/in/popeheidi/>

Scheduling: <https://calendly.com/enhanced-designs>

Voice/Text 715-600-3472



On Thu, Oct 3, 2019 at 7:30 PM [REDACTED] <[REDACTED]@enhanceddesignsmarketing.com> wrote:

Thank you again [REDACTED] for your time yesterday! I will be in touch mid-week next week with more details. I'd like to compile my information together so that those that review have a clear picture.

Have a wonderful Friday and weekend ahead.

[REDACTED] [REDACTED]

Enhanced Designs

2E [REDACTED]

Scheduling: 2E [REDACTED]
Voice/Text 715-600-3472



On Wed, Oct 2, 2019 at 8:02 AM 2E [REDACTED] <2E [REDACTED]@enhanceddesignsmarketing.com> wrote:

I am ready when you are 2E [REDACTED] Thank you again for your time this morning.

Direct line 2E [REDACTED]

2E [REDACTED]

Enhanced Designs

2E [REDACTED]

2E [REDACTED]

Voice/Text 715-600-3472



On Fri, Sep 27, 2019 at 9:02 AM internationalcentre <internationalcentre@den Haag.nl> wrote:

Dear 2E [REDACTED]

Thank you for confirming, will speak to you next week!

Met vriendelijke groet/ kind regards,

2E [REDACTED]

Accountmanager & Registration Officer

Available on:

2E [REDACTED]

Van: 2E [REDACTED] 2E [REDACTED]@enhanceddesignsmarketing.com>

Verzonden: vrijdag 27 september 2019 15:23

Aan: internationalcentre <internationalcentre@den Haag.nl>

Onderwerp: Re: Inquiry

Dear 2E [REDACTED]

Yes, Wednesday, October 2nd at 3pm CEST will work!

2E [REDACTED]

Thank you, I look forward to talking with you.

2E [REDACTED]

2E [REDACTED]



On Fri, Sep 27, 2019 at 4:34 AM internationalcentre 2E [REDACTED]@den Haag.nl> wrote:

Dear 2E [REDACTED]

I'd be glad to schedule a call to further discuss and would be available Wednesday, October 2nd at 3pm CEST.

Would you be able to confirm a direct line you can be reached at?

Met vriendelijke groet/ kind regards,

2E [REDACTED]

Accountmanager & Registration Officer
Available on:

2E [REDACTED]

Van: 2E [REDACTED] 2E [REDACTED]@enhanceddesignsmarketing.com>

Verzonden: donderdag 26 september 2019 16:36

Aan: internationalcentre 2E [REDACTED]@den Haag.nl>

Onderwerp: Re: Inquiry

Dear 2E [REDACTED]

Thank you for your detailed reply. I do have a few follow up questions and would love to share more about my business.

Would we be able to set up a call next week? That may be more direct and efficient for your time.

If you are open to that here are a few times I have available, if email is preferred let me know.

9/30 3p-5p CEST / 8a-10a CST

10/01 1p-5p CEST / 6a-10a CST

10/02 3p-5p CEST / 8a-10a CST

Thank you,

2E [REDACTED]

2E [REDACTED]

Enhanced Designs

[https://\[REDACTED\]/](https://[REDACTED]/)

2E [REDACTED]



On Thu, Sep 26, 2019 at 9:17 AM internationalcentre [REDACTED]@den Haag.nl> wrote:

Dear [REDACTED]

Thank you for your email and apologies for the delay in our reply.

The DAFT application will indeed go through the Dutch Immigration Service (IND), as will all other applications for residence. If your husband does not have an employer in the Netherlands at the time of your move, you can investigate the option of being his sponsor:

https://ind.nl/en/family/Pages/Spouse-or-partner.aspx?pk_campaign=Spouse&pk_kwd=subnavigatie

https://ind.nl/en/family/Pages/Child-under-18.aspx?pk_campaign=Childunder18&pk_kwd=subnavigatie

Municipal registration is done at your municipality of residence and will be required if you have the intention of residing in the Netherlands for at least 4 out of 6 months. Registration should officially take place within 5 days of arriving in the Netherlands however, this also depends on the time needed to find housing in the Netherlands and the availability for a registration appointment. To register you will need an address, as well as proof of residence. Depending on the DAFT application process, proof of residence will either be a letter from the IND granting residence, or a sticker issued by the IND confirming a pending application for residence.

Whether your and your family's municipal registration can go through The Hague International Centre depends on various factors, as we can usually only assist employees sponsored by IND-recognized employers. *We therefore ask you to share more information on your business*, so we can determine whether we can assist you in your registration as well, or whether this should go through the 'regular' municipal desks. Through the municipal registration you will receive your BSN (Burger Service Nummer/ Dutch social security number). The BSN is required for opening a personal bank account, for tax purposes and for taking out health insurance, among other things.

There are organizations in the Netherlands that help businesses/ entrepreneurs in the startup phase of their business in The Hague. Once we have received more information on your business, we will inform them. They will then assess whether they can be of help and if so, reach out to you.

Please check below links for more information:

<https://www.thehagueinternationalcentre.nl/relocating/work-in-the-netherlands/starting-your-own-business>

<https://www.thehagueinternationalcentre.nl/relocating/work-in-the-netherlands/work-as-a-freelancer>

<https://www.thehagueinternationalcentre.nl/the-hague-business-agency>

<https://www.thehagueinternationalcentre.nl/news/2019-03/start-ups-and-the-hague>

<https://www.thehagueinternationalcentre.nl/relocating/why-the-hague-region/work-in-the-netherlands/work-in-the-hague-region/startups>

You are always welcome to contact us for any queries, whether it be via phone or email, but also on a walk-in basis once you have arrived in the Netherlands.

We also kindly inform you of our newsletter. The newsletter will provide you with useful information on topics relevant to expats living in The Hague. In addition, it will inform you of our upcoming events:

https://www.contentpagina.nl/gdh/thic/aanmelden.html?thema=newsletter_newsletterthic

We recommend our quarterly **Welcome to The Hague** event, which will cover information on The Hague International Centre, the city of The Hague and the Dutch culture and customs. It will end with a tour of The Hague city:

<https://www.thehagueinternationalcentre.nl/events/2019-11/welcome-to-the-hague-event>

In addition, we organize monthly **Connect** events. This event covers specific topics like tax, health care, housing or education, and is organized in collaboration with our partners:

<https://www.thehagueinternationalcentre.nl/events>

The partners of The Hague International Centre are experts in their field and can be consulted in case paid assistance/ third party advice is sought. Our partner program includes tax organizations, immigration lawyers, relocation companies, real estate agents, language schools and more:

<https://www.thehagueinternationalcentre.nl/partners>

Lastly, our website provides useful information for all three stages of the relocation process; the orientation stage, the relocation and settling-in stage and the residence stage:

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

The three tiles on our homepage reflect these three stages and information relevant to each stage can be found under the respective tile. This includes information on how to register for a doctor/ dentist, information on health insurance, the national education system, housing, how public transport works and more.

Should you have any specific questions, please let us know via email or phone and do know that regardless of whether your registration goes through our Centre, you can always contact us for information.

We hope this helps!

Met vriendelijke groet/ kind regards,

DE

Accountmanager & Registration Officer

Available on:

Mon, Tues, Wed, Thurs, Fri.

M +31 6 11 353 396

T +31 70 353 50 43

E internationalcentre@denhaag.nl

W www.thehagueinternationalcentre.nl

Van: Heidi Pope <heidi@enhanceddesignsmarketing.com>

Verzonden: donderdag 12 september 2019 17:39

Aan: internationalcentre <internationalcentre@denhaag.nl>

Onderwerp: Inquiry

Hello, my name is Heidi and I am planning to relocate to Den Haag from the United States in 2020. One of the realtors I had reached out to sent me a link to your services.

I plan to apply for residency through the DAFT. So I don't believe your immediate services of BSN apply to me as I'll need to go through the other steps with IND and KvK since an employer is not sponsoring me - I'm working through that process.

However, while I am going through that process and learning about sponsoring my family is there any support you'd have for my husband and children. For BSN or future work permits for my husband, or is that all done still through the IND and my DAFT process?

Thanks for any/all help.

Heidi

Heidi Pope

Enhanced Designs

<https://enhanceddesignsmarketing.com/>

<https://www.linkedin.com/in/popeheidi/>

Scheduling: <https://calendly.com/enhanced-designs>

Voice/Text 715-600-3472



De disclaimer van toepassing op e-mail van de gemeente Den Haag vindt u op:

<http://www.denhaag.nl/disclaimer>

De disclaimer van toepassing op e-mail van de gemeente Den Haag vindt u op:

<http://www.denhaag.nl/disclaimer>

[De disclaimer van toepassing op e-mail van de gemeente Den Haag vindt u op: http://www.denhaag.nl/disclaimer](http://www.denhaag.nl/disclaimer)

[De disclaimer van toepassing op e-mail van de gemeente Den Haag vindt u op: http://www.denhaag.nl/disclaimer](http://www.denhaag.nl/disclaimer)

De disclaimer van toepassing op e-mail van de gemeente Den Haag vindt u op: <http://www.denhaag.nl/disclaimer>

From: "ZE" <[redacted]@denhaag.nl>
Sent: Mon, 21 Oct 2019 17:03:32 +0100
To: "ZE" <[redacted]@denhaag.nl>
Subject: FW: internationale mediastrategie
Attachments: Memo Saskia Bruines - internationale media aanpak 090919 (1).docx

Deze mail zou ik hierover schrijven. Want rond talent zullen ze zich luider moeten laten horen. We kunnen ook weer nadenken over hoe we ons willen profileren in de lokale (expat) media als THIC richting internationale bewoners en locals 😊

Beste Deb en Sibel,

Via Maureen kreeg ik jullie memo over internationale media aanpak doorgestuurd. Mooi dat jullie zo voortvarend bezig zijn om de communicatie te stroomlijnen en intensiveren. Er is veel versnippering in kanalen. Na alle trajecten rond brandfilters, toolkits en citybrandingstrategieën is het belangrijk dat jullie goed betrokken blijven bij internationaal talent. Voor internationaal talent wordt nu met allerlei partijen gesproken. Via ICP/Lift gaat er een Talent Funnel komen om Den Haag internationaal te promoten onder talent en direct kandidaten te selecteren voor functies bij werkgevers. Via Economic Board Zuid-Holland zal er een kwartiermaker internationaal talent om een talentprogramma te verkennen samen met Rotterdam. Bij DSO wordt sterk ingezet op de samenwerking met Rotterdam. Of dit ook regiobranding moet hebben en wat de rol van The Hague & Partners zou moeten zijn is men niet uit. De profilering van Den Haag is juist erg lokaal. Vrede en Recht is een enorme kracht, wat ik uit al jullie stukken en materiaal haal. Het is erg belangrijk dat jullie vanuit oogpunt van strategische communicatie betrokken blijven bij internationaal talent. Ook gezien alle tijd en energie die er gestoken is in Citybranding en The Hague & Partners. Hierin willen we als THIC natuurlijk ook een centrale rol spelen. Want waar je informatie zendt, komen ook vragen over specifieke situaties.

Uit het stuk vind ik dit een cruciale alinea. De kanalen zijn inderdaad heel veel gericht op lokaal Den Haag. THBA en IQ richten zich ook op acquisitie. Ik mis vaak nog een overkoepelend kanaal van Den Haag voor het internationale speelveld voor toeristen, bedrijven, congressen, talent. Met TheHague.com zal er ook een belangrijke doorverwijsfunctie moeten komen op DenHaag.nl. Zodat er niet op meerdere plekken content staat over hetzelfde.

Online omgeving Internationaal

Onze corporate kanalen (denhaag.nl en de sociale media kanalen van de gemeente) richten zich voor een groot deel op dienstverlening. Kanalen die stuk voor stuk van groot belang zijn voor het bereik van Hagenaars en waar we mee samenwerken. Ook pagina's van externe partners zoals The Hague International Centre en The Hague & Partners vullen een belangrijke rol in het informeren van (zakelijke) doelgroepen over het vestigingsklimaat, wonen, werken en zelfs studeren in Den Haag. Voor de uitvoering van de content- en kanaalstrategie is er echter nog geen specifieke online omgeving beschikbaar voor het redactieteam om specifieke (en terugkerende) contentformats te plaatsen en te verspreiden. Uit gesprekken met collega's en met externe partners blijkt tevens behoefte aan een online omgeving voor content in relatie tot het internationaal profiel. Mocht uit de internationale media analyse tevens blijken dat voor deze content geen geschikte, bestaande online omgeving beschikbaar is, dan adviseren we om een 'eigen' online omgeving Internationaal te ontwikkelen. We starten hiervoor met een eerste verkenning, waarbij we vereiste functionaliteiten, vorm, inhoud, beheer en budget scherp krijgen. Ook gaan we dan aan de slag met de vraag hoe we bestaande kanalen op een passende wijze kunnen integreren in een mogelijk nieuwe omgeving.

Met vriendelijke groet, kind regards,



ZE
Adviser & Account Manager

Available on:
Mon, Tues, Wed, Thurs, Fri



W www.thehagueinternationalcentre.nl



[Subscribe to our newsletter!](#)

Van: [redacted] <[redacted]@den Haag.nl>

Verzonden: donderdag 26 september 2019 9:24

Aan: [redacted] <[redacted]@den Haag.nl>

Onderwerp: FW: internationale mediastrategie

Graag even lezen en verder over praten.

[redacted]

Van: [redacted]

Verzonden: donderdag 26 september 2019 8:49

Aan: [redacted] <[redacted]@den Haag.nl>

Onderwerp: FW: internationale mediastrategie

As promised!

Aan

Wethouder Saskia Bruines

MEMO**Afzender**

2E [redacted] 2E [redacted]
2E [redacted] en 2E [redacted]

Dienst

Bestuursdienst

Afdeling

Bureau Internationale Zaken

Doorkiesnummer

2E [redacted]

E-mailadres

2E [redacted]@denhaag.nl

Datum

2 september 2019

Onderwerp

Internationale media aanpak

Eind maart hebben we u een update gegeven over de internationale zakelijke marketingstrategie van DSO Economie en Bestuursdienst Internationaal, waarbij we het internationaal profiel van Den Haag bij zowel de profit en non profit invullen met een eigentijds verhaal, voornamelijk verteld door bedrijven en organisaties in de stad. De zakelijke marketingstrategie sluit aan op de Economische visie en de Aanpak Citybranding.

Onderdeel van de zakelijke marketing strategie is de internationale media aanpak, verder toegelicht in dit document. Er wordt op korte termijn een afspraak ingepland om deze memo persoonlijk aan u toe te lichten.

Uw vraag

In antwoord op uw vraag: *‘hoe zorgen we ervoor dat de verhalen over Den Haag als stad van vrede en recht internationaal worden verspreid, gelezen en gedeeld?’* is gewerkt aan een internationale media aanpak.

Wat is het doel van de internationale media aanpak?

- We zetten Den Haag neer als voorloper op thema's gerelateerd aan vrede, recht en veiligheid.

Al jarenlang werken we in Den Haag samen met bedrijven, igo's en ngo's in Den Haag aan het profiel van internationale stad vrede en recht. De komende jaren brengen we een verdere verdieping aan dit profiel, met verhalen over innovaties voor een betere wereld: binnen het traditionele domein van vrede en recht, maar ook vrede en recht in een digitale wereld en een sterk veiligheidscluster. Het geweldige leefklimaat en het feit dat we een Stad aan Zee zijn, komt in deze verhalen en boodschappen ook terug.

Wie zijn de doelgroepen van de internationale media aanpak?

- Beleidsbepalers en besluitvormers van igo's, ngo's, overheden en bedrijven uit de sectoren Vrede, Recht en Veiligheid. In het bijzonder:
 - Vanuit de drie missie gedreven economische profielen: ImpactCity (Betere wereld), Legal & Policy Capital (Rechtvaardige wereld) en Security (Veilige wereld)
 - Uit de focuslanden: Verenigde Koninkrijk, Duitsland, Verenigde Staten, India en China
- Internationaal talent, waaronder studenten (hbo+), startups, kenniswerkers, onderzoekers en docenten (uit verkenning internationaal talent, juni 2019)
- Ter verantwoording over wat we doen en wat het de stad oplevert: de Hagenaar

Hoe gaan we onze doelen bereiken?

De laatste decennia is wereldwijd het gebruik van sociale media, maar ook de hoeveelheid online berichten explosief gestegen. Steeds vaker neemt het gebruik en de kracht van media zoals televisie en radio af en verworven tot 'traditionele media'. De mogelijkheid om goedkoper (en hoger) bereik te creëren door de inzet van sociale media onderstreept het belang van een doordachte aanpak voor offline én online media. In de internationale media aanpak staat daarom online, door de inzet van een kanaal- en contentstrategie, centraal. Hieronder nader toegelicht.

Uitgeverschap (kanaalstrategie)

Om onze doelgroepen aan de internationale stad van Vrede en Recht te binden is het belangrijk om een eigen lezersgroep en een eigen publiek op te bouwen. Met een unieke, herkenbare stijl en een eigen verhaal. Kortom, we denken en werken als een uitgever en zetten hier specifieke kanalen voor in of richten deze anders in. Daarnaast zijn onze inspanningen gericht op sterke kanalen met een hoger bereik en meer interactie. De aanpak richting traditionele media koppelen we aan online.

Storytelling (contentstrategie)

Via aansprekende en inspirerende verhalen laten we zien waar Den Haag voor staat. Deze verhalen creëren we samen met onze partners en doelgroepen, waardoor ontvangers zelf zenders worden. Hierbij maken we gebruik van verschillende content formats. Voorbeelden van content formats zijn: podcasts, artikelen, blogs of videoformats zoals vlogs of talkshows en meer. Het profiel van Den Haag laden we met aantrekkelijke en kwalitatieve content, door de inzet van inhoudsdeskundigen en partners uit de stad. Helemaal passend bij het credo: *'show, don't tell'*.

Wat gaan we doen?

Internationale media analyse en ontwikkelen mediaplan

We starten met onderzoek naar relevante internationale online en offline mediabronnen en belangrijke influencers. Kortom, welke bladen, online kanalen, kranten, zenders en opinieleiders zijn voor het internationaal profiel van de stad relevant en willen we bereiken in onze media aanpak? De internationale media analyse voeren we uit op basis van gekozen doelgroepen en relevante thema's en focuslanden. De media analyse wordt vervolgens vertaald naar een internationaal on- en offline mediaplan.

Coördinator internationale media

De regierol van de internationale media wordt belegd in de functie van een coördinator internationale media. Hij of zij ontwikkelt het mediaplan, brengt partijen samen, weet verbindingen te leggen, maar heeft bovenal kennis en een netwerk in offline én online media en weet deze effectief in te zetten. De coördinator internationale media werkt samen met de afdeling Media & Analyse (woordvoering) van de gemeente aan het ophalen van prioriteiten, programma's en projecten die het internationaal profiel raken, en in de begeleiding van bestuurders bij internationale media optredens. Hiermee wordt zowel gewerkt aan het vergroten van het bereik richting lokale media (voornamelijk belegd bij de woordvoerder) als de internationale media (belegd bij coördinator internationale media).

Internationaal mediakalender

Een internationaal mediakalender toont belangrijke mijlpunten, congressen, events, internationale dagen/vieringen, bezoeken (inkomend en uitgaand) passend bij het (internationaal) profiel van de stad en die bijdragen aan het behalen van doelen en doelgroepen uit het mediaplan. De mediakalender vormt de leidraad voor online en offline media inzet en wordt beheerd door de coördinator internationale media.

Persbezoeken en persreizen

De inhoud, organisatie en het benaderen van (en bijhouden van contacten met) internationale pers voor persbezoeken en persreizen (zowel inkomend als uitgaand) wordt uitgewerkt in vaste programmering en draaiboek. Persbezoeken en persreizen staan in de internationale mediakalender.

Redactieteam internationale media

Om daadwerkelijk te kunnen werken en denken als een uitgever brengen we de uitvoering van de strategie onder in een redactieteam internationale media. In het redactieteam zitten kanaalbeheerders

van invloedrijke internationale partners uit de stad, maar ook bijvoorbeeld (voor het bereik richting de Hagenaar) de kanaalbeheerders van onze gemeentelijke kanalen. Het redactieteam werkt gezamenlijk aan een redactieformule, vormt het redactieproces, ontwikkelt en zorgt voor de verspreiding van content. Het redactieteam heeft beschikking tot eigen budget voor contentcreatie (het maken van video's, foto's, berichten, en meer). De coördinator internationale media is eindregisseur van dit redactieteam. Het redactieteam levert tevens een voorstel voor de distributie van content: het vergroten van het bereik en de interactie van berichten en relevante kanalen.

Online omgeving Internationaal

Onze corporate kanalen (denhaag.nl en de sociale media kanalen van de gemeente) richten zich voor een groot deel op dienstverlening. Kanalen die stuk voor stuk van groot belang zijn voor het bereik van Hagenaars en waar we mee samenwerken. Ook pagina's van externe partners zoals The Hague International Centre en The Hague & Partners vullen een belangrijke rol in het informeren van (zakelijke) doelgroepen over het vestigingsklimaat, wonen, werken en zelfs studeren in Den Haag. Voor de uitvoering van de content- en kanaalstrategie is er echter nog geen specifieke online omgeving beschikbaar voor het redactieteam om specifieke (en terugkerende) contentformats te plaatsen en te verspreiden. Uit gesprekken met collega's en met externe partners blijkt tevens behoefte aan een online omgeving voor content in relatie tot het internationaal profiel. Mocht uit de internationale media analyse tevens blijken dat voor deze content geen geschikte, bestaande online omgeving beschikbaar is, dan adviseren we om een 'eigen' online omgeving Internationaal te ontwikkelen. We starten hiervoor met een eerste verkenning, waarbij we vereiste functionaliteiten, vorm, inhoud, beheer en budget scherp krijgen. Ook gaan we dan aan de slag met de vraag hoe we bestaande kanalen op een passende wijze kunnen integreren in een mogelijk nieuwe omgeving.

Zakelijke marketingstrategie

De directie Community & Citybranding, de directie Bestuursdienst Internationaal en de afdeling DSO Economie werken onder de noemer van 'de zakelijke marketingstrategie' gezamenlijk aan de internationale media aanpak.

De uitvoering van marketingactiviteiten (vooral gericht op de zakelijke markt) verliep de afgelopen jaar vaak via gemeentelijke afdelingen met andere kerntaken, of met hulp van verschillende, externe communicatiebureaus. De uitvoering van de zakelijke marketingstrategie, en daarmee ook de internationale mediastrategie wordt voortaan zoveel mogelijk belegd bij The Hague & Partners en het InnovationQuarter. Zo wordt optimaal gebruik gemaakt van de expertise van beide organisaties, ontstaat er synergie en werken we zoveel mogelijk kostenbesparend.

Toolkit Citybranding & TheHague.com

Zoals eerder aan u gepresenteerd is er een Toolkit Citybranding ontwikkeld. Dit is een database met downloadbare foto's, video's, presentaties, en meer. De achttien video's over Vrede en Recht (aan u gepresenteerd) zijn dan tevens te downloaden in de Toolkit. De komende jaren werken we verder aan het vullen van de online Toolkit.

De pagina Thehague.com wordt momenteel omgebouwd tot een doorverwijspagina (denk hierbij aan een aantrekkelijkere versie van Startpagina.nl) met links naar relevante externe pagina's op basis van doelgroepen (bijvoorbeeld voor bedrijven, internationale organisaties, young professionals) en zoekopdrachten (bijvoorbeeld informatie over studeren, wonen, vestigen, werken). Vanaf TheHague.com komt bijvoorbeeld ook een link naar de site met event kalender van THCB, waar alle Haagse congressen en summits op staan.

De livegang van Toolkit Citybranding als TheHague.com is gepland op 1 oktober 2019. In een aanvullend gesprek over deze memo praten we u graag gelijk bij over de zakelijke marketingstrategie, waarbij we u ook de online Toolkit Citybranding en TheHague.com kunnen tonen.

Factsheets

We werken momenteel ook aan de ontwikkeling van fysieke marketingmiddelen, zoals factsheets en infographics met (algemene) informatie met voorbeelden over programma's, congressen, organisaties en bedrijven in Den Haag. Deze factsheets worden gebruikt voor acquisitie en uitgedeeld tijdens

werkbezoeken en events in binnen- en buitenland. We verwachten einde dit jaar de eerste factsheets op te leveren.

Planning

De meeste onderdelen van deze aanpak zijn gereed in Q1 van 2020. Indien wordt gekozen voor een nieuw platform is substantieel meer tijd nodig, maar werken we ondertussen met bestaande kanalen. De onderstaande middelen kunnen grotendeels worden uitgevoerd uit bestaande budgetten van Bestuursdienst Internationaal, Citybranding (financiert Onderzoek Internationale Media, Coördinator Internationale media, Toolkit Citybranding en TheHague.com) en DSO Economie. Voor de organisatie van persbezoeken en persreizen, contentcreatie en contentdistributie zijn aanvullende middelen nodig uit de budgetten van DSO/ECO en BSD-I in 2020. De haalbaarheid en de kosten voor een online omgeving voor internationaal zal blijken uit de verkenning.

Betreft	Planning	Kosten PM
Onderzoek Internationale media en mediaplan 2019-2020	- Eerste resultaten media onderzoek, eind 2019 - Oplevering mediaplan Q1 2020	Begroting Citybranding Geraamde kosten: 20.000 euro
Coördinator Internationale Media	In functie vanaf Q1 2020	Begroting Citybranding
Internationale media kalender	In gebruik Q1 2020	n.v.t.
Draaiboek en programmering inkomende en uitgaande persreizen en persbezoeken	- Q1 2020 - Q1 start organisatie persbezoeken/persreizen	Uitvoering persbezoeken/persreizen 2020 (op basis van 5 persevenementen per jaar) geraamde kosten: 15.000 euro
Redactieteam	- Start Q1 2020 - Voorstel contentcreatie & distributie eind Q1/begin Q2 2020	Contentcreatie & distributie Geraamde kosten per jaar: 50.000 euro
Optioneel: ontwikkeling en promotie platform Internationaal	Oplevering resultaten verkenning Q1 2020	Geraamde kosten ontwikkeling/bouw: 50.000 – 100.000 euro

Verzoek

Wij vragen om uw reactie en akkoord op dit plan.

Invitation | The Hague Connect | 14 November 2019

We welcome you to The Hague Connect 2019: Join us for an interactive program about your future in the international city of The Hague. Companies and bright minds come from all over the world to The Hague to tackle global challenges. Learn how The Hague aims to attract even more international talent and business.. Gain practical insights from experts about how to navigate the housing and office market, which international schools are expanding and how to find the best talent. Expand your network and engage with international organisations, businesses, schools and policy makers. Meet new foreign companies, innovative start-ups and peace activists, all working to build a better world. Get to know trusted service providers and expat organisations to help your international staff settle in. Discover how The Hague International Centre and The Hague Business Agency can help your business grow and connect with the international ecosystem in The Hague to understand why the city truly is the international city of Peace and Justice.

We are very pleased to welcome Leila Prnjavorc as our host of the event. Leila is an entrepreneur who works internationally as a presenter, host and project coordinator. With her incredible personal story, Leila is a true inspiration, making her a perfect match for our partner event. During the program, Leila will lead our interactive panel discussion at The Student Hotel The Hague.

Why together?

In The Hague, every day tens of thousands of people are working towards a better, more secure and just world. Together, The Hague Business Agency and The Hague International Centre offer businesses and talents a soft landing. We service the entire customer journey: from orientation, relocation all the way through to expansion.

Program

16:00 – 16:30 Reception and welcome

16:30 – 17:45 Opening

16:45 – 17:30 Interactive panel discussions about talent, housing and education, featuring experts policy makers and employers

17:30 – 17:40 Closing remarks by Deputy Mayor of The Hague Saskia Bruines

17:40 – 19:00 Networking

We look forward to seeing you! Please register before the 28th of October 2019 on our [website](#).

Invitation

14
Nov
2019

The Hague
Connect 2019



16:00 until 19:00 | The Student Hotel | The Hague

We welcome you to **The Hague Connect 2019**: the joint partnership event of The Hague Business Agency and The Hague International Centre. Join us for an interactive programme about the future of international The Hague. Learn how The Hague wants to attract more international talent and business. Companies and bright minds which come from all over the world to The Hague to tackle global challenges. Gain practical insights from experts about how to navigate the housing and office market, which international schools are expanding and how to find talent. Expand your network and engage with international companies, schools, international organisations and policy makers. Meet new foreign companies, innovative start-ups and peace activists working to build a better world. Get to know trusted service providers and expat organisations to help your international staff settle in. Discover how The Hague International Centre and The Hague Business Agency can help your business grow and connect with the international ecosystem to understand why The Hague truly is the international city of Peace and Justice.

We are very pleased to welcome Leila Prnjavorc as our host of the event. Leila is an entrepreneur who works internationally as a presenter, host and project coordinator. With her incredible personal story, Leila is a true inspiration, making her a perfect match for our partner event. During the program, Leila will lead our interactive panel discussion at The Student Hotel The Hague.

Why together?

In The Hague, every day tens of thousands of people are working towards a better, more secure and just world. Together, The Hague Business Agency and The Hague International Centre offer business and talent a soft landing. We service the entire customer journey: from orientation, relocation to expansion.

Programme

16:00 – 16:30	Reception and welcome
16:30 – 17:45	Opening
16:45 – 17:30	Interactive panel discussions about talent, housing and education featuring experts, policy makers and employers
17:30 – 17:40	Closing remarks by deputy mayor Saskia Bruines
17:40 – 19:00	Networking

We look forward to meeting you! Please register before the 28th of October 2019 on our [our website](#).

From: "ZE" <ZE@thehague.com>
Sent: Tue, 22 Oct 2019 10:27:41 +0100
To: "ZE" <ZE@denhaag.nl>
Cc: "ZE" <ZE@thehague.com>
Subject: FW: IamExpat Fair

Hi ZE
Zou je nog contact op willen nemen met ZE voor voortgang van de drieslag, dan voor volgend jaar Feel at Home in het stadhuis voor een gezamenlijke uitstraling?
Groet ZE

ZE
Accountmanager, Tourist Information Points

The Hague Marketing Bureau

ZE
Address | Prinses Beatrixlaan 582, 2595BM The Hague, NL
thehague.co | denhaag.com
m

The **Hague.**
Marketing Bureau

Van: ZE <ZE@thehague.com>
Verzonden: maandag 14 oktober 2019 09:28
Aan: ZE <ZE@thehague.com>
CC: ZE <ZE@thehague.com>
Onderwerp: RE: IamExpat Fair

Hi ZE

'The Fair' gaan we niet doen in de drieslag. Ik heb bij ZE een suggestie gedaan voor een drieslag voor THIC, maar hier geen reactie op ontvangen. Als we deze erop zetten kan ze die ook vaker gebruiken dan alleen bij een 'fair'. Kun jij haar vragen hierop te reageren en evt akkoord te geven? Daarnaast kan ik punt 1 niet oppakken zonder te weten in wiens kleurstelling/huisstijl dit wordt. THIC blauw? THMB groen? THBA oranje?

Graag duidelijke briefing, dan pakken ZE en ik het op. De logo's van THBA en THMB zijn hier te vinden: ZE
ZE

Groetjes,

ZE
Brand Manager

The Hague & Partners
ZE
Address | Prinses Beatrixlaan 582, 2595BM The Hague, NL
thehague.co | denhaag.com
m

The **Hague.**
& Partners

Van: ZE <ZE@thehague.com>
Verzonden: vrijdag 11 oktober 2019 11:47
Aan: ZE <ZE@thehague.com>

CC: [REDACTED] [REDACTED]@thehague.com>

Onderwerp: FW: lamExpat Fair

Hi [REDACTED]

Graag jouw input voor punt 1 en 2, voor on- en offline en de juiste logo's toesturen.

Grt [REDACTED]

[REDACTED]

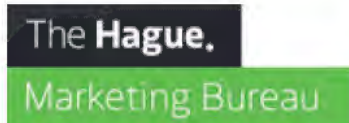
Accountmanager, Tourist Information Points

The Hague Marketing Bureau

[REDACTED]

Address | Prinses Beatrixlaan 582, 2595BM The Hague, NL

thehague.com | denhaag.com
m



Van: [REDACTED] [REDACTED]@denhaag.nl>

Verzonden: woensdag 9 oktober 2019 18:14

Aan: [REDACTED] [REDACTED]@thehague.com>; [REDACTED] <[REDACTED]@thehague.com>

CC: [REDACTED] <[REDACTED]@denhaag.nl>

Onderwerp: lamExpat Fair

Beste [REDACTED] en [REDACTED]

Hierbij een mail over zaken die zsm voor de lamExpat Fair moeten worden geregeld.

1. Voor de lamExpat fair moeten we een tekst en logo aanleveren. Wat zullen we doen?
 - 1 logo voor allen: bijvoorbeeld de drieslag The talent, The fair, The Hague te maken. Hoe snel zou dit kunnen?
 - Meer logo's: THIC, THMB, THBA
 - Nu staat alleen THIC als sponsor op de website.

2. We kunnen ook een tekst in het boekje aanleveren. Vorig jaar stond hier info van THIC en Th&P in:

- > The Hague & Partners
- >
- > The Hague has many faces: City of Peace and Justice, Royal City by the
- > Sea and international business hub. As The Hague & Partners we aim to
- > strengthen the economy of our city by sharing our diverse and
- > distinguished city with visitors from all over the world.
- > [_www.thehague.com_](http://www.thehague.com) [3]
- >
- > The Hague International Centre is the point of contact for
- > international staff of organisations and companies in The Hague
- > region. We connect internationals to The Hague region by providing you
- > with all the information and guidance you need about living and
- > working in The Hague region. We also take care of formalities such as
- > municipal registration, citizen service number (BSN) and residence
- > permits. We offer international talent a soft landing and make you
- > feel at home in The Hague region. [_www.thehagueinternationalcentre.nl_](http://www.thehagueinternationalcentre.nl)

Graag snel reactie als jullie iets willen wijzigen.

3. Wie nemen er deel vanuit THMB en THBA? We moeten een deelnemerslijst invullen. Ik ga uit dat niemand lunchpakketten nodig heeft.

Met vriendelijke groet, kind regards,



ZE

Adviser & Account Manager

Available on:

ZE

W www.thehagueinternationalcentre.nl



[Subscribe to our newsletter!](#)

De disclaimer van toepassing op e-mail van de gemeente Den Haag vindt u op: <http://www.denhaag.nl/disclaimer>

From: " " <@denhaag.nl>
Sent: Tue, 22 Oct 2019 11:06:43 +0100
To: " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>
Cc: " <@denhaag.nl>
Subject: RE: Welkomstboek The Hague International Centre

Wat een werk. Mooi hoor!

"

"
Hoofd Burgerzaken
Dienst Publiekszaken

"

"
e: " <@denhaag.nl>

Spui 70, Den Haag
Postbus 12620, 2500 DL Den Haag

"



Van: "
Verzonden: vrijdag 18 oktober 2019 15:17
Aan: " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>; " <@denhaag.nl>
CC: " <@denhaag.nl>
Onderwerp: Welkomstboek The Hague International Centre

Beste " " " " " " " " en " " " " en "
cc "

Bijgevoegd stuur ik jullie het Welkomstboek van The Hague International Centre.

Het boek is een eerste introductie in wat The Hague International Centre voor internationale medewerkers kan doen. Ook geeft het boek mensen tips mee voor hun eerste stapjes in Nederland over o.a. werk, huisvesting, zorg, internationaal onderwijs en belangrijke evenementen. Vanaf half november wordt dit boek aan alle internationals uitgereikt die komen wonen en/ of werken in de regio Den Haag.
Ook zal dit boek gebruikt en verspreid worden door de acquisitiepartijen IQ en THBA, de werkgevers en relocators in de regio Den Haag.

Dit boek is tot stand gekomen door de inzet en bijdrage van diverse afdelingen en personen van binnen en buiten de Gemeente Den Haag.

Het is door twee onafhankelijke redacteurs geschreven en geredigeerd waarbij er rekening is gehouden met de volgende uitgangspunten: het is geschreven op B1 niveau, Brits Engels, en lezersgericht.

Het design is verzorgd door onze medewerker & stagiaire [REDACTED]

Mochten jullie wijzigingen hebben dan horen wij dat natuurlijk graag en uiterlijk op dinsdag 22 oktober om 10.00u.

Daarna gaat het boek naar de drukker zodat we het op 14 november tijdens The Hague Connect event kunnen uitdelen.

Willen jullie [REDACTED] (cc) meenemen in de reactie aangezien ik vanaf vanmiddag een weekje weg ben.

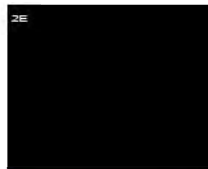
Ik wens jullie veel leesplezier!

Met vriendelijke groet,



[REDACTED]

Project manager communication, marketing
and events



E [REDACTED]@denhaag.nl

W www.thehagueinternationalcentre.nl



[Subscribe to our newsletter!](#)

From: "ZE [REDACTED]" [REDACTED]@den Haag.nl>
Sent: Tue, 22 Oct 2019 14:40:13 +0100
To: "ZE [REDACTED]" [REDACTED]@den Haag.nl>
Subject: RE: 14 november: The Hague Connect 2019

Hoi ZE [REDACTED]

Super fijn!

Vriendelijke groet/ kind regards,



ZE [REDACTED]
Communication Intern



E [\[REDACTED\]@den Haag.nl](mailto:[REDACTED]@den Haag.nl)
W www.thehagueinternationalcentre.nl



[Subscribe to our newsletter!](#)

Van: ZE [REDACTED]
Verzonden: maandag 21 oktober 2019 15:56
Aan: ZE [REDACTED]
Onderwerp: RE: 14 november: The Hague Connect 2019

Hoi ZE [REDACTED]

Ik wil er wel bij zijn hoor. Ben alleen even de taken kwijt. Kom ik nog wel even kletsen met je, kunnen we dat vastleggen.

Met vriendelijke groet/ kind regards,

2E [redacted]
Accountmanager & Registration Officer

2E [redacted]
E 2E [redacted]@den Haag.nl
W www.thehagueinternationalcentre.nl

Van: 2E [redacted]
Verzonden: maandag 21 oktober 2019 15:22
Aan: 2E [redacted] 2E [redacted]@den Haag.nl; 2E [redacted] 2E [redacted]@den Haag.nl; 2E [redacted]
2E [redacted]@den Haag.nl; 2E [redacted] <2E [redacted]@den Haag.nl>; 2E [redacted] <2E [redacted]@den Haag.nl>; 2E [redacted]
2E [redacted] 2E [redacted]@den Haag.nl; 2E [redacted] 2E [redacted]@den Haag.nl; 2E [redacted]
2E [redacted]@den Haag.nl; 2E [redacted] 2E [redacted]@den Haag.nl; 2E [redacted] <2E [redacted]@den Haag.nl>
CC: 2E [redacted] <2E [redacted]@den Haag.nl>; 2E [redacted] 2E [redacted]@den Haag.nl; 2E [redacted]
2E [redacted]@den Haag.nl>

Onderwerp: 14 november: The Hague Connect 2019

Beste collega's,

Op donderdag 14 november organiseert The Hague International Centre in samenwerking met The Hague Business Agency 'The Hague Connect 2019': het jaarlijkse partnerevent voor internationale werkgevers, dienstverleners en netwerken. Jullie hebben ook allemaal een uitnodiging ontvangen (zie bijlage voor de officiële uitnodiging) en de agenda is geblokt.

Graag wil ik vragen wie er op deze middag/avond aanwezig zullen zijn en in overleg kunnen helpen met kleine taakjes. Ik zou het erg waarderen als jullie erbij kunnen zijn.

Ik hoor het graag voor 1 november.

Alvast bedankt!

Vriendelijke groet/ kind regards,



E ZE@den Haag.nl

W www.thehagueinternationalcentre.nl



[Subscribe to our newsletter!](#)

Acquisition



Networks

Climate and Tax
incentives

The Hague

Connect 2019



The **Hague.**

Business Agency

The Hague  international
centre

From: "The Hague & Partners" [REDACTED]@thehague.com>
Sent: Wed, 23 Oct 2019 14:22:29 +0100
To: [REDACTED] " [REDACTED]@denhaag.nl>
Subject: [REDACTED] vertrekt bij The Hague & Partners

[REDACTED] vertrekt bij The Hague & Partners

Beste relatie,

Eén van de twee directeuren, [REDACTED] vertrekt na vier jaar bij The Hague & Partners. Zij gaat per 1 november aanstaande een eigen onderneming starten.

De afgelopen jaren is veel synergie tot stand gebracht tussen de drie onderdelen The Hague Marketing Bureau, The Hague Convention Bureau en The Hague Business Agency en een stevig management team ontstaan. De Raad van Toezicht van The Hague & Partners heeft daarom besloten dat [REDACTED] nu als enig directeur de stichting zal besturen.

Met de koepelstichting The Hague & Partners is gebouwd aan een economisch huis voor de stad. De organisatie is verantwoordelijk voor de marketing- en acquisitie voor de stad Den Haag, gericht op bewoners, bezoekers, congresorganisatoren, en internationale bedrijven en organisaties.

Directeur [REDACTED] wordt ondersteund door het Management Team bestaande uit: [REDACTED] (manager Operations), [REDACTED] Hanenberg (manager Marketing & Customer Care), [REDACTED] (Head of Congresses & Events), [REDACTED] (Head of Foreign Direct Investments), en [REDACTED] (strateeg).

[REDACTED] heeft een belangrijke rol gespeeld bij de succesvolle uitbouw van The Hague Convention Bureau. We hebben uitstekend samengewerkt binnen The Hague & Partners. Ik vind het jammer dat ze gaat, maar wens haar succes met haar eigen bedrijf. Tegelijkertijd heb ik veel vertrouwen in het Management Team en onze medewerkers, waarmee we de komende jaren de Haagse economie verder kunnen versterken."

Met vriendelijke groet,

[REDACTED] directeur The Hague & Partners

From: "ZE" [redacted]
Sent: Mon, 28 Oct 2019 16:26:17 +0100
To: "ZE" [redacted] "ZE" [redacted]@thehague.com>
Subject: RE: Welcome to The Hague 29 november

Dat is prima ZE [redacted] Fijn dat je het in de groep gooit. Hoor graag van je.
Voor nu een gezellige avond!

Groetjes ZE [redacted]

Van: ZE [redacted] ZE [redacted]@thehague.com>
Verzonden: maandag 28 oktober 2019 16:05
Aan: ZE [redacted] <ZE [redacted]@denhaag.nl>
Onderwerp: RE: Welcome to The Hague 29 november

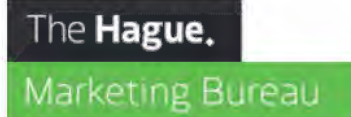
Hoi ZE [redacted]

ZE [redacted]
Helaas kom ik even terug op mijn voorstel, ik heb op dit moment een aantal zaken lopen die ik voorrang moet geven.
Mijn verlof is ook een beetje gedwongen en kan ik geen extra uren meer draaien.
Ik ga even binnen de groep checken of er iemand anders is die dit kan oppakken, ik laat het je z.s.m. weten ok?
Grt ZE [redacted]

ZE [redacted]
Senior Officer Tourist Information

The Hague Marketing Bureau

ZE [redacted]
Address | Spui 68, 2511 BT The Hague, NL
thehague.co | denhaag.com
[m](#)



Van: ZE [redacted] <ZE [redacted]@denhaag.nl>
Verzonden: maandag 28 oktober 2019 12:39
Aan: ZE [redacted] <ZE [redacted]@thehague.com>
CC: ZE [redacted] ZE [redacted]@thehague.com>; ZE [redacted] ZE [redacted]@thehague.com>
Onderwerp: FW: Welcome to The Hague 29 november

Dag ZE [redacted]

Ik heb ZE [redacted] net aan de telefoon gehad. Hij zit in Zuid-Afrika op 29 november. Jij gaf destijds aan, ondanks dat je vrij bent, wel de presentatie te willen doen. Hopelijk geldt dat aanbod nog 😊.

In de bijlage vind je de slides van juni jl. Mocht je kunnen, wil je dan svp de slides updaten en naar mij sturen?

Ik hoor graag van je.

Hartelijke groet,

ZE [redacted]

Van: ZE [redacted]
Verzonden: dinsdag 15 oktober 2019 11:48
Aan: ZE [redacted]@thehague.com' <ZE [redacted]@thehague.com>
Onderwerp: Welcome to The Hague 29 november

Dag ZE [redacted]

Alles oké?

Heb jij tijd om een presentatie van ongeveer 15 minuten te houden a la de vorige keer tijdens ons Welcome to The Hague (WTTH) event op vrijdag 29 november a.s.? Is van 10.40-10.55 in Studio B.

DE is op vakantie en wellicht moeten we ook gaan afstemmen wie het volgend jaar gaat doen.

In de bijlage vind je het programma voor 29 november.

Ook de data voor volgend jaar. WTTH is dan van 17.15-18.05 uur (presentaties), 18.10 -19.15 start de rondleiding.

Ik hoor graag van je of het lukt op 29 november en of je eventueel de data in 2020 (26/3, 25/6, 10/9 en 26/11) beschikbaar bent. Het zou nog mooier zijn als je in het nieuwe jaar ook de rondleidingen kan doen (18.10-19.15 uur), daarna is er een gezamenlijke borrel in Studio B. Ik ga er vanuit dat als je beschikbaar bent, dit zelf intern afstemt met o.a. DE en DE

Enjoy your day en hopelijk tot snel!

Hartelijke groet,

DE

De disclaimer van toepassing op e-mail van de gemeente Den Haag vindt u op: <http://www.denhaag.nl/disclaimer>

From: "[REDACTED]"
Sent: Tue, 29 Oct 2019 09:39:29 +0100
To: "[REDACTED] van Voorden" <[REDACTED]@innovationquarter.nl>
Cc: "[REDACTED]" <[REDACTED]@denhaag.nl>; "[REDACTED] Kok" <[REDACTED]@thehague.com>; [REDACTED] <[REDACTED]@denhaag.nl>
Subject: FW: Estonian Embassy.ppt
Attachments: Slides The Hague Tartu delegation 30-10.ppt

De email gingen naar een verkeerd emailadres van [REDACTED]

Met vriendelijke groet, kind regards,

[REDACTED]

Adviser & Account Manager



alcentre.nl

Subscribe to our newsletter!

-----Oorspronkelijk bericht-----

Van: [REDACTED]
Verzonden: dinsdag 29 oktober 2019 9:38
Aan: [REDACTED] <[REDACTED]@denhaag.nl>; [REDACTED] <[REDACTED]@innovationquarter.nl>; [REDACTED] <[REDACTED]@innovationquarter.nl>; [REDACTED] <[REDACTED]@thehague.com>
CC: [REDACTED] <[REDACTED]@denhaag.nl>
Onderwerp: RE: Estonian Embassy.ppt

Goedemorgen,
Ik heb de Powerpointpresentatie van DSO, THBA en THIC nu samengevoegd. Het is een vrij brede lay-out. Ik hoop dat dit werkt met de huisstijl van IQ.

Met vriendelijke groet, kind regards,

[REDACTED]

Adviser & Account Manager



ZE

W www.thehagueinternationalcentre.nl

Subscribe to our newsletter!

-----Oorspronkelijk bericht-----

Van: ZE

Verzonden: dinsdag 29 oktober 2019 9:18

Aan: ZE @innovationquarter. nl ZE @innovationquarter.nl>; ZE @thehague.com; ZE

<ZE @den Haag nl>

CC: ZE <ZE @den Haag nl>

Onderwerp: Estonian Embassy.ppt

Bijgaand de slides vwb mijn deel van de presentatie.



Den Haag

Municipality of The Hague

24 november 2020

Introduction

- [REDACTED] – Teammanager Economic Affairs

Organization

- Municipal Council: Responsible for general management
- Municipal Executive: day-to-day management
- Responsible for Economics: Saskia Bruines



The Hague in the world

The Netherlands is located between
Europe's largest economies:
Germany, UK and France



The Hague in the world

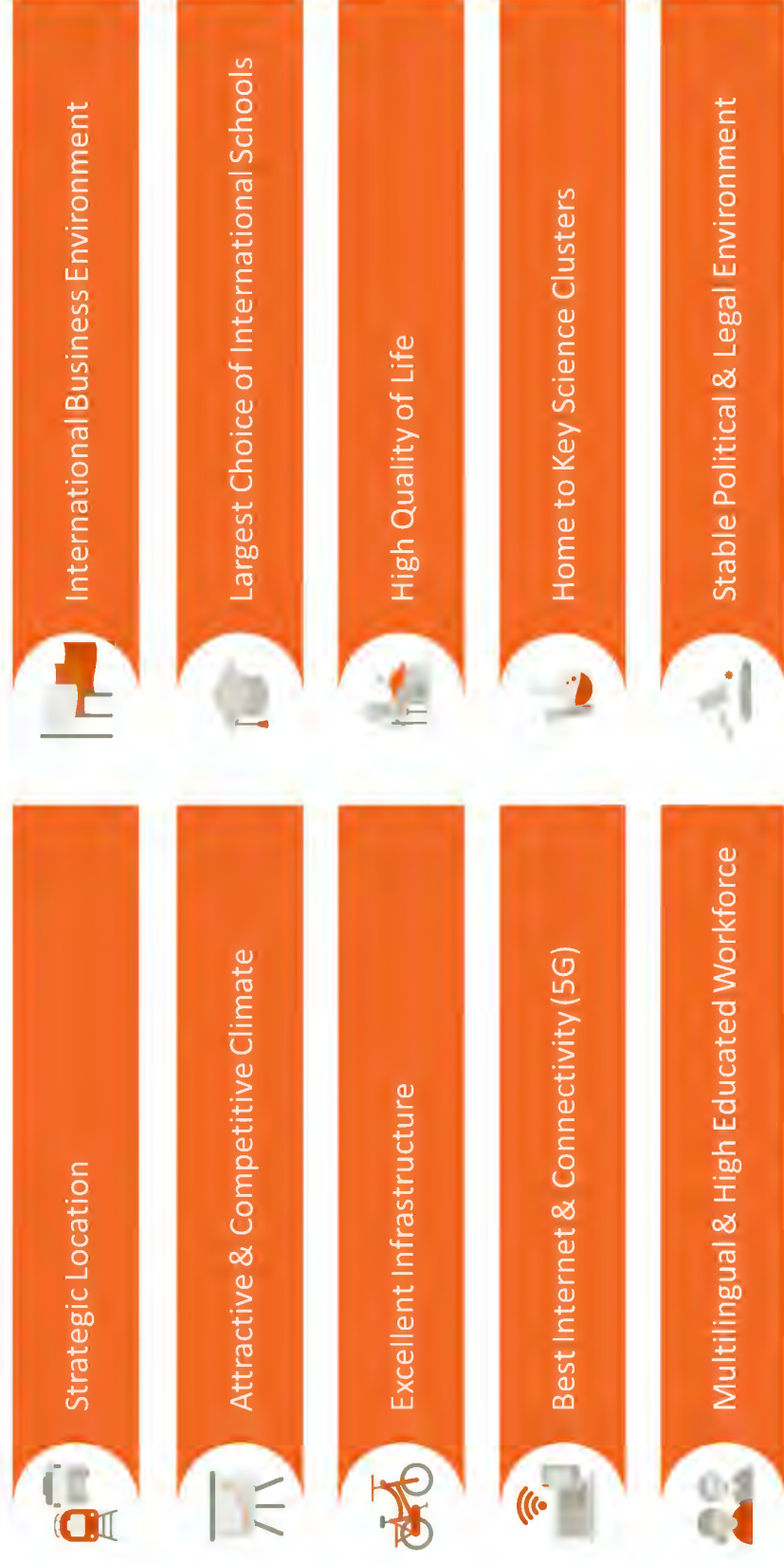
Strategic Location The Hague

500 million consumers (EU) with high purchasing power

- Between Amsterdam & Rotterdam
- Heart of Europe
- The Port of Rotterdam, the largest seaport in Europe, is on the doorstep
- International rail connections



The Hague in the world



New economic vision (1)

- Why: Broad economic growth
 - 1) an excellent living environment,
 - 2) everyone can participate in the economy,
 - 3) to be more resilient to economic hardship and
 - 4) to be ready for the future transitions.
- What: Policy goals
- How: Policy implementation

24 november 2020

New economic vision (2)

- What: Policy goals

- 1) Attractive City
- 2) Strong and more diverse economic structure
- 3) Entrepreneurial city
- 4) Space for economic growth

New economic vision (3)

- How: Policy implementation

Role of the municipality: improve the ecosystem of The Hague. Shift to a more networking government

- Clear rules and create policy frameworks (talent, campus)
- Strategic accountmanagement
- Strengthen coalitions and networks with economic stakeholders

New economic vision (4)

- How: Policy implementation

Role of InnovationQuarter, The Hague Business Agency and The Hague International Centre:

- Acquisition, investor relations and soft landing

◆ The City
The Partners
The **Hague.**

The Hague & Partners



The **Hague.**

& Partners.

About The Hague Business Agency

The new umbrella organisation The Hague & Partners was launched in 2017, representing a foundation for the efforts of three agencies:

- **The Hague Marketing Bureau**
Promotion of The Hague and its two beach resorts, Scheveningen and Kijkduin, to visitors
- **The Hague Convention Bureau**
Promotion of The Hague as a business event destination
- **The Hague Business Agency**
Promotion of The Hague as a business location

The **Hague.**

Marketing Bureau

The **Hague.**

Convention Bureau

The **Hague.**

Business Agency

About The Hague Business Agency

What Can We Do for You?

Connect

you with talent, up-to-date information, relevant business partners, government authorities, and a variety of Dutch networks & service suppliers

Assist

you in setting up the company, finding office space, opening a bank account, immigration topics, etc.

Organise

fact-finding trips & site selection missions with service providers

Provide

concrete solutions and counsel to simplify and enhance your establishment in the Netherlands



Investor Relations Programme

The Investor Relations Programme is nation-wide covered and offers a structural approach to:

- Preservation & embedding of existing activities
- Helping to realise expansion projects
- The use of foreign companies in the recruitment of investors
- Monitoring the Dutch business climate

Contacts with these foreign companies provide:

20%

of all new projects

50%

of the jobs created

50%

**of the total
investment amount**



**Trends & Signals from
the business climate**

Foreign investment contribution to Dutch economy

1%

of all companies

16%

of total employment

23%

new investments
(30% at R & D)

35%

of total turnover

0.72
FTE

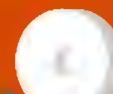
extra at suppliers &
service providers



More highly
educated employees



More money and time
spent on training

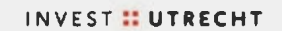
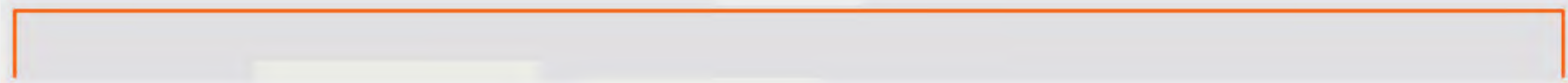


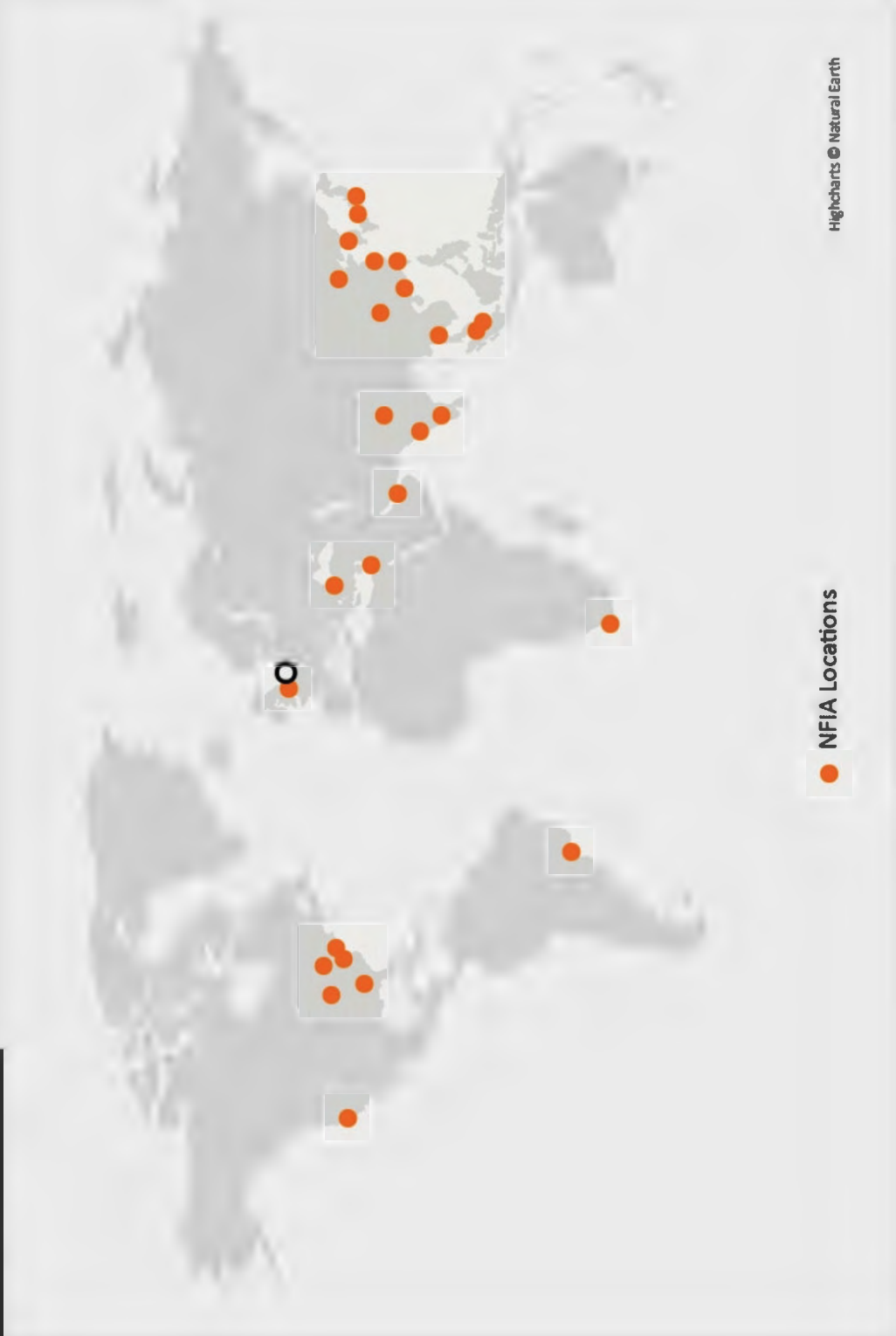
Less prone to
bankruptcy

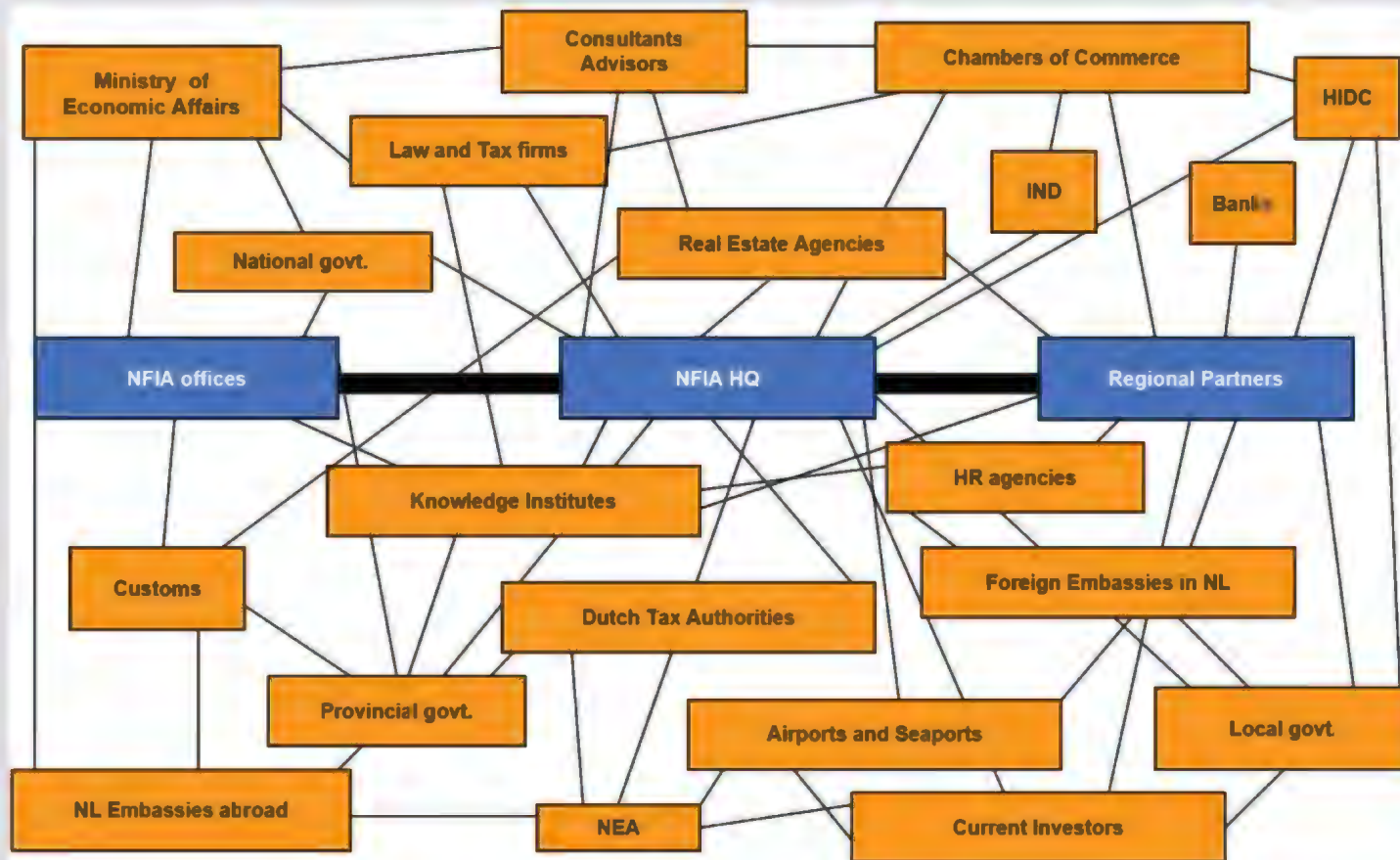


10%

more salary on average









The Hague.

& Partners



The Hague

international
centre

Who are we?

The Hague International Centre connects internationals to The Hague region.

The Hague International Centre offers a soft landing for internationals by taking care of formalities and offering information and services in four stages of their stay:

- Orientation before coming to The Hague
- Relocating
- Living and working
- Leaving The Hague region



What do we do?

For international employees:

- Formalities
- English information
- Recommendations about service providers
- Events

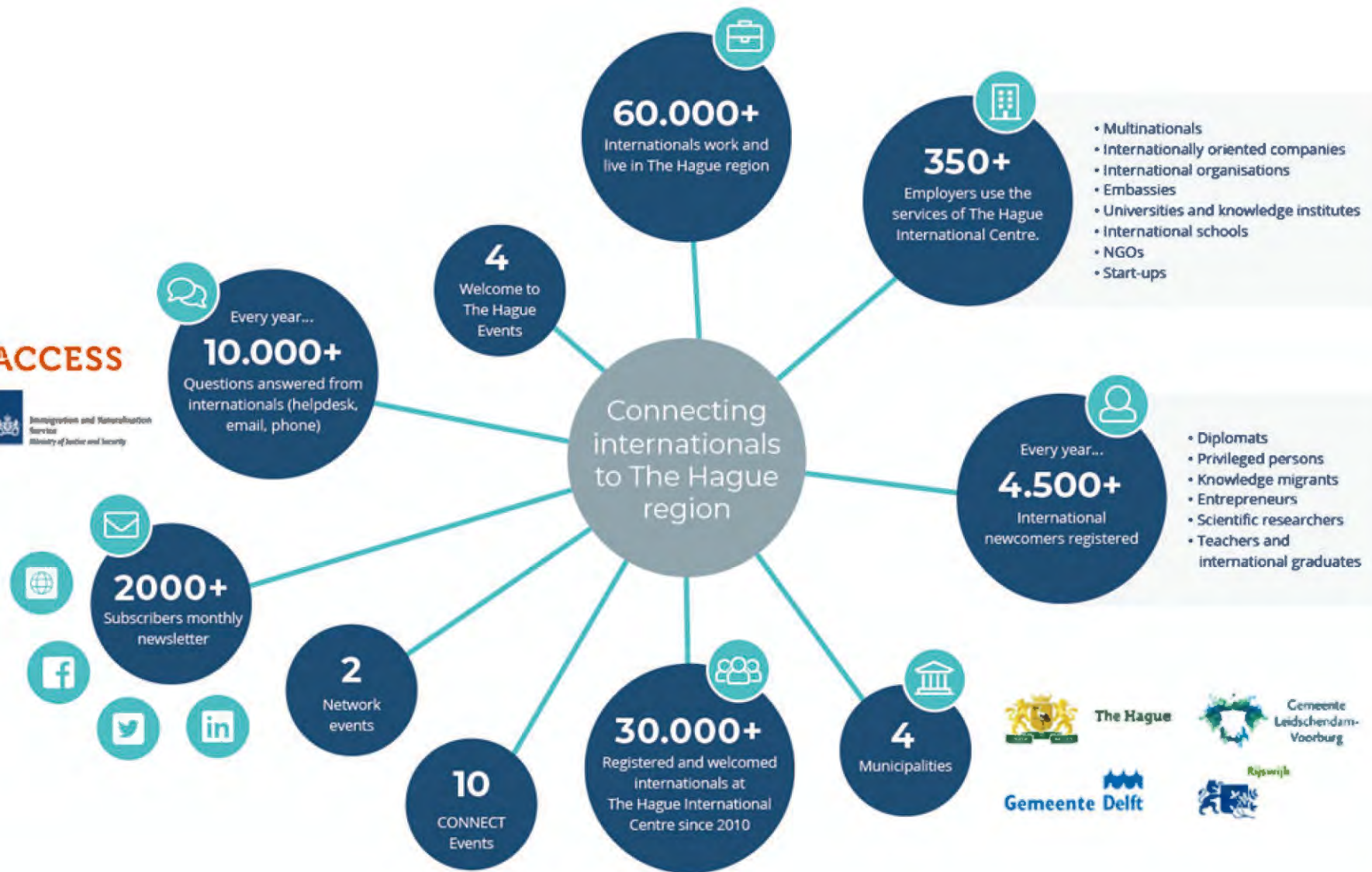
For employers with international employees:

- Soft landing for employees
- Information on hiring international employees

Feedback and policy advice



ACCESS





The Hague

international
centre

Outline The Hague Connect 2019

Opening

Opkomst Leila

Welcome to The Hague Connect 2019: the joint partnership event of The Hague Business Agency and The Hague International Centre!

My name is [ZE] and I will be your host today.

[ZE] introduces herself

Before we start with the interactive panel discussion, I would like to introduce you to the work and services of The Hague Business Agency and The Hague International Centre.

[ZE] introduces presentation from The Hague Business Agency and The Hague International Centre, and their speakers [ZE] and [ZE] (or [ZE])

Presentation THBA and THIC

THBA - THIC

[ZE] and [ZE]
(or [ZE])

The Hague Business Agency and The Hague International Centre would like to give you a warm welcome here at The Student Hotel, The Hague.

Here in The Hague, every day tens of thousands of people are working towards a better, more secure and just world. Together, we, The Hague Business Agency and The Hague International Centre, help offer business and talent a soft landing. We service the entire customer journey: from orientation, relocation to expansion.

We would like to demonstrate how, together, we attract and retain international businesses and talent.

Cooperation THBA and THIC

[ZE] and [ZE]

- Graphic demonstration of the cooperation between THBA and THIC. Customer journey: international company and international talent (see separate document for infographic).
 - Customer journey of new foreign company and the services from THBA
 - 1. Acquisition
 - 2. Relocation international company
 - Customer journey of new international employees and the services from THIC
 - 3. Relocation international employees
 - 4. Support living in The Hague (feel at home)
 - Cooperation between THBA and THIC and their overlap (international companies employ international employees).
 - 5. Improve facilities for internationals

Programme

[ZE] and [ZE]

[ZE] and [ZE] announce the main topics with their corresponding difficulties : talent, education and housing.

Transition

thanks and

announces speakers for the topic Talent: and

- is the founder and CEO of She Matters, a social enterprise recruitment agency working towards the social and economic empowerment of migrant and refugee women.
- is the director of the International Community Platform. The mission of ICP is "Improving the work and living environment for the (international) employees and families in The Hague and surrounding municipalities and thereby, the working environment for employers themselves."

Interactive panel discussion

1) Talent

introduces topic talent

explains how the guests can participate interactively and asks the first interactive question.

- The asked question lead to the introduction/problem definition: shortcomings in high-skilled workers and the need to attract international talent. This will be further elaborated by

- Introduction: shortcomings in high-skilled workers and the need to attract international talent

The Netherlands is internationally known as a high-quality knowledge economy with a high educated workforce and good educational institutions. Well-trained talent is an important factor for foreign companies to relocate themselves somewhere abroad. Companies attract more and more talent. However, companies have difficulties finding suitable employees. Sectors such as IT, technology, (bust also education and healthcare), contend with many unfilled vacancies. In this way, companies can no longer grow and develop. It is important for the economy of The Hague to have sufficient talent. This can be locally trained talent, but also international talent.

- follow up question

International talent is more than just expats. In recent years, a huge number of high educated refugees have come to the Netherlands. They sometimes encounter difficulties finding their way into society and into the labour market.

How does She Matters bring talent and employers together?

- THBA vult aan

DE

- Follow up question

In recent years, the International Community Platform has worked hard to make The Hague more attractive for international talent. Improvements have been made in healthcare, housing, childcare and transportation.

Now, ICP focuses mainly on attracting talent. The city of The Hague wants to attract more international talent.

DE How is The Hague going to tackle this together with the ICP?

DE

The Hague starts with a pilot for a Talent Funnel:

- What is it?
 - o Recruitment via Social Media as a the city The Hague and not a an employer.
- How does it work?
 - o funnel idea, selection of candidates via questions in Facebook Messenger, offering candidates to employers.
- What kinds of profiles do we want to recruit?
 - o Data scientists and engineers
- When can we expect results?
 - o ICP Captains Conference in Spring 2020

DE

- Thanks DE
- Asks DE to give some closing remarks on the first topic.

DE

- Closing remarks Talent

The presence or capacity to attract new talent is becoming increasingly important for cities, regions and countries. Why is it not available in The Netherlands? Retraining takes a long time.

That is why initiatives are set up at various levels to recruit more international talent; in The Hague, in the province Zuid-Holland, and throughout the entire country.

It is important to work in close cooperation with education institutions to train new talent and with employers to find out what kind of talent they are looking for.

It is important to create excellent conditions for attracting this talent. This means good branding, but also a good business climate. In recent years, there has been put increasingly pressure on the housing market and on international education.

The following speakers will talk about what The Hague is doing to reduce the pressure, and we also want to offer practical help.

2) Housing

- DE announces speakers for the topic housing:
- DE
 - Eriik is the head of Urban Planning at City of the Hague since 2011.
 - Housing consultant, Eurohome Relocation
- DE introduces topic housing.
- DE asks DE a question that leads to the introduction/problem definition: increasing pressure on the housing market.

- DE
- Problem: increasing pressure on the housing market.
 - Introduction: Research by the municipality about housing for expats and new area visions Municipal research on housing for expats and new regional spatial strategy.
 -

- DE
- Follow-up question

DE; *What is the Municipality of The Hague doing to relieve the pressure on the housing and office markets?*

- DE
- Regional spatial strategy Central Innovation District
 - The International Zone,
 - New building plans for The Hague (nitrogen crisis)

- DE
- DE asks interactive question, building on DE's answer.

- DE
- DE analyses the answers to the interactive question and gives some explanation

- DE
- Follow-up question

Building takes time. Building now means improvement in the long term. Many employers and internationals are now suffering from the scarcity in the housing market. Houses become more expensive and it is difficult to find a home. Relocation agencies specialize in assisting new internationals when they come to the Netherlands. Housing is an important step in making a new city your new home. In a tight housing market, relocation agencies need to do their absolute best to find homes for new internationals.

Housing consultant, Eurohome relocation: *How do you do this? What do you advise employers and newcomers about this?*

- Housing consultant, Eurohome relocation
- Advice on housing to employers and internationals from a relocater perspective (more expensive house, larger area region)
 - What can we learn from Amsterdam or Eindhoven about housing for internationals?

- DE
- Thanks DE
 - Asks DE to give some closing remarks on the first topic.

DE

- Closing remarks housing

Emphasising the importance of an attractive housing market for attracting talent. Doesn't just concern statenkwartier and Wassenaar. New talent will live throughout The Hague region. The startup entrepreneur or an international school teacher cannot afford an expensive expat accommodation.

The Hague gets full. A lot will be built. But there will also be many new residents. It is important to look at a wider region for housing.

3) Education

DE

DE announces speakers for the topic education:

- DE is the new chairman of the Rijnlands Lyceum board.
- DE of Young Expat Services gives advice to international parents about education in the Netherlands. DE works closely with IN Amsterdam to make schools more open to internationals.

DE introduces topic housing.

DE asks the first interactive question.

- The asked question lead to the introduction/problem definition: pressure on capacity of international schools. This will be further elaborated by DE

DE

DE analyses the answers to the interactive question and gives some explanation

International education is very important for the business climate. Good education is important for every child. Since most parents only stay in The Hague temporarily, children go to schools with an international curriculum. The Hague is known as a family city. Therefore, The Hague has already invested a lot in international education. More than 45% of all children at an International school in The Netherlands go to school in this region. There is an increasing pressure on international schools: municipality monitors the inflow and capacity together with international schools and regional municipalities.

- Numbers of children by international education in The Hague. Identify the most important developments.
- Municipality looks at capacity, special education, secondary mavo school, inflow to regular education. (conclusions update November?)

DE

- follow up question

The Rijnlands Lyceum is the foundation of four Dutch schools and now four international schools: International School of The Hague, European School of

The Hague, International School of Oegstgeest and now also Wassenaar. More than ... Children go to these international schools. The International School of The Hague and the European School of The Hague have grown rapidly in recent years. These schools have waiting lists.

After many years [REDACTED] has been succeeded by [REDACTED] as the new chairman of the board.

[REDACTED] *What will the Rijnlands Lyceum go for in the coming years? What can we expect?*

- [REDACTED]
- Consolidation of Rijnlands Lyceum. No further growth of the International School The Hague. However, growth in Wassenaar.
 - More connection and cooperation between international and Dutch education. See the example of Oegstgeest and Wassenaar.

- [REDACTED]
- Follow up question
- Many children go to international education in The Hague. Many of these schools are full and have waiting lists. They are expensive and not every international receives a contribution from the employer.

[REDACTED] *What are the alternatives? Why do parents go for international education and not Dutch education?*

- [REDACTED]
- Contracts of internationals are changing and, consequently, more and more internationals are opting for local Dutch education for their children.
- What are the possibilities for these children? And how does it work in Dutch education if you don't speak Dutch?
 - What are the advantages of this choice?
 - When do you choose international education and when do you choose Dutch education?
 - How does the choice of school relate to the choice of a house (international first school then house, local vice versa)?

- [REDACTED]
- Follow up question

[REDACTED] *What could The Hague do to reduce the pressure? (more regular education intake)*

What can The Hague learn from Amsterdam and Eindhoven in the field of education?

- [REDACTED]
- Closing remarks housing
 - Confirms new research on inflow into regular Dutch education. More attention for the distribution of children across schools in the region (e.g. via communication THIC).
 - Need for modern forms of schools. Between international and regular: type for expat.

Closing remarks Deputy Mayor Saskia Bruines

Overgang   announces the closing remarks of deputy mayor Saskia Bruines

Saskia Bruines	- Brief recap of the most important points: talent, housing and education - What does the municipality do? - Why is it important to invest in the business climate and how do THIC and THBA contribute to the city?
----------------	---

From: "ZE [REDACTED]" <ZE [REDACTED]@denhaag.nl>
Sent: Tue, 29 Oct 2019 09:47:37 +0100
To: "ZE [REDACTED]" <ZE [REDACTED]@denhaag.nl>
Subject: RE: Update event
Attachments: Aanmeldingen The Hague Connect 2019 29 October.xlsx, Outline paneldiscussie The Hague Connect 2019.docx, Opzet The Hague Connect 2019.docx

Hoi ZE [REDACTED]

Fijn weekend gehad?

ZE [REDACTED] Vandaar mijn late reactie.

Ik weet niet of het nog nodig is, maar hierbij de lijst met aanmeldingen tot nu toe. Het wachtwoord is hetzelfde als van onze lijst met genodigden (de afkorting van ons en onze partner in hoofdletters).

In de bijlage ook het conceptprogramma en uitgebreide outline met de onderwerpen en sprekers.

Vriendelijke groet/ kind regards,

ZE [REDACTED]

-----Oorspronkelijk bericht-----

Van: ZE [REDACTED]
Verzonden: vrijdag 25 oktober 2019 12:55
Aan: ZE [REDACTED] <ZE [REDACTED]@denhaag.nl>
Onderwerp: Update event

Dag ZE [REDACTED]

Alles oké? Betere en meer relaxte sfeer nu boekje eindelijk naar de drukker is? ;-).

Heb jij voor mij tbv een BSI-overleg op maandagochtend een overzicht van de onderwerpen en sprekers op 14/11. Je kunt wat mij betreft update concept programma sturen.

Graag ook de lijst met aanmeldingen tot nu toe. Ik neem aan dat de organisaties ook vermeld staan.

Alvast bedankt en ook een heel goed weekend!

Groetjes ZE [REDACTED]

Verstuurd vanaf mijn iPhone