

Here's Holland



Pioneers in international business



Hot-bed of innovation

She is the CEO of Priva, the global market leader in climate control and process management for greenhouses and buildings. What began fifty years ago as a greenhouse heating company turned out, in addition to being an incubator for crops, to be the ultimate breeding ground for energy-efficient technologies. Her family company therefore became a specialist in customised solutions for CO₂-neutral buildings and even entire neighbourhoods. 'Het Nieuwe Water' ('the New Water') is one such a neighbourhood, in which water and energy consumption is designed to be as efficient as possible, and in which sustainability and comfort are natural partners. She is Meiny Prins, Dutch Businesswoman of the Year 2009, who sees it as her mission to make Priva even more market-oriented. What does that mean according to Prins? "Smarter, more efficient and more sustainable," she replies.

www.priva.nl

 Sustainable Energy



 Logistics | High-Tech Systems

Amsterdam, the virtual hot spot

Like many other multinationals who are active in Europe, IBM's manufacturing supply chain for the EMEA region (Europe, Middle East and Africa) already ran through the Netherlands. However, IBM, the world's largest IT company, is now doing something unique in Amsterdam.

IBM decided to focus its attention on innovation in the logistics process for parts delivery and the company therefore decided to work together with Erasmus University Rotterdam and the Eindhoven University of Technology.

"The municipal platform for infrastructure solutions that they devised was fantastic!" says Tim Postel, EMEA Service Parts Operations Manager. IBM's new virtual European parts network, which is controlled from Amsterdam, enables IBM to offer response times of less than 2 hours.

What makes IBM's virtual logistics network so unique is the integration of a reverse logistics system, better known as the recycling management system. Postel: "A 'service part' is a part that is sent to the customer. However, you also want to find these parts to reuse them after repairs or if the supplier has given a guarantee. That is important from both an economic and an ecological standpoint. We don't simply leave parts behind at the customer's location."

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