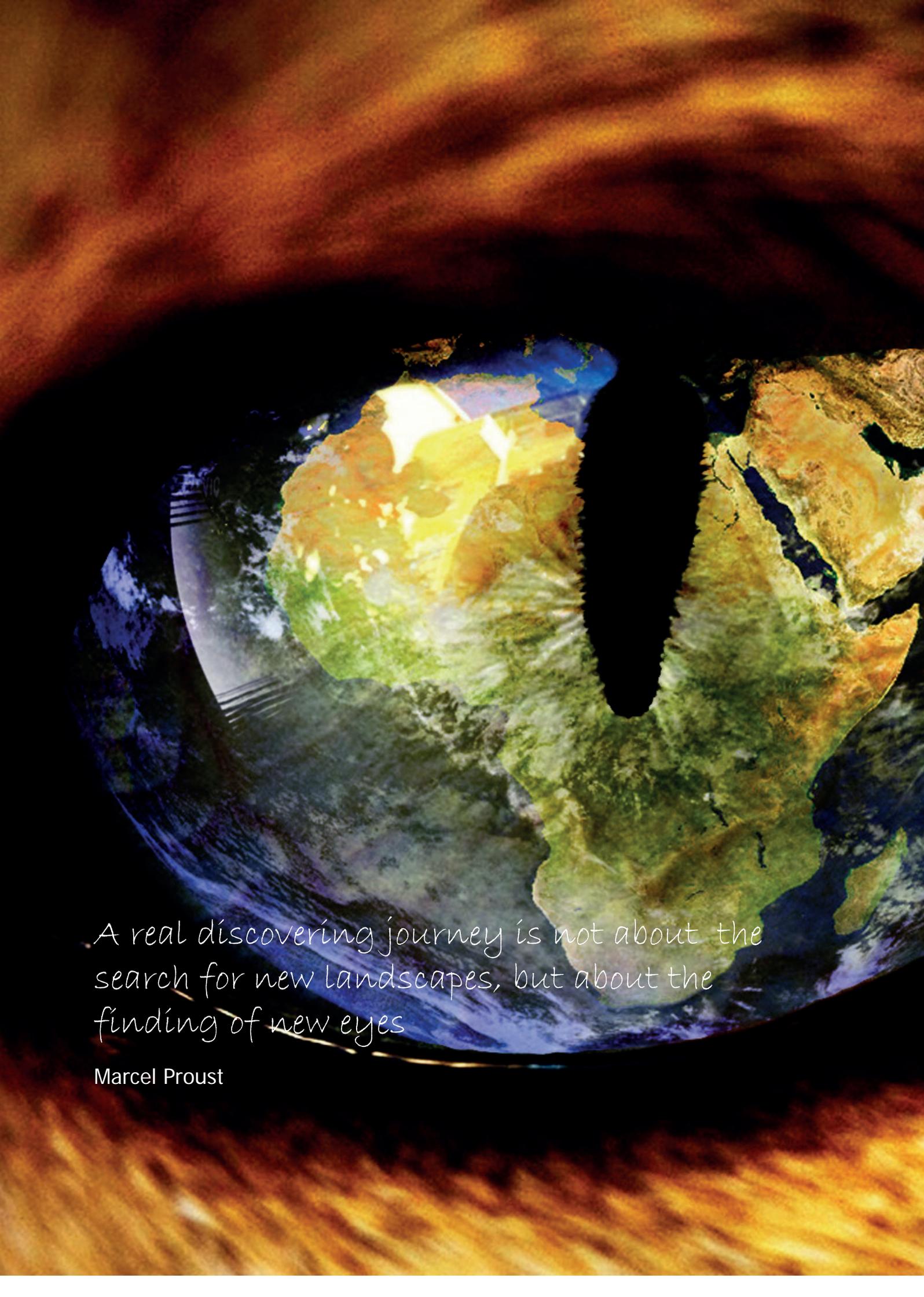




SOLOMONS HIDDEN TREASURES RWANDA FIELDTRIP 25 - 29 JANUARY 2016



Rijksdienst voor Ondernemend
Nederland

The image is a composite. The background is a dark, textured surface with warm, golden-brown and orange light patterns, resembling a sunset or a close-up of a textured material. In the center, there is a circular inset showing a view of Earth from space, with the blue oceans and white clouds of the planet. Overlaid on this is a topographic map of Europe, with colors ranging from green (low elevation) to yellow and orange (higher elevations). The map is positioned as if it were a window or a lens into the Earth's surface.

*A real discovering journey is not about the
search for new landscapes, but about the
finding of new eyes*

Marcel Proust

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PURPOSE OF THE FIELDTRIP

The purpose of this fieldtrip is to contribute to Rwanda's goals for development. Tourism in Rwanda is growing faster than in the African continent as a whole. Solomon's Hidden Treasures aims to support this growth with its unique and sustainable concept. Solomon's Hidden Treasures can make a large contribution to the goals of the Rwandan government as stated in the Kivu Belt Tourism Sub-Master Plan (2013):

'The Rwandan Government defined new and ambitious goals for the further development of the country. The **Vision 2020** foresees specific growth rates for the service sector.

The tourism industry – as an important part of this sector – has to contribute accordingly. The development perspectives of the tourism sector for the next ten years are estimated as follows:

- > 50 % increase of international arrivals,
- > 70 % increase of contribution to GDP,
- > 50 % increase of jobs in the sector and
- 100 % increase of investments in the tourism sector.

Meet the design and developmentteam

By visiting all of the planned sites with our design and development team, we aim to connect to local officials and local enterprises that are interested in participating in this unique and inspiring journey.

You are welcome to connect with us!

GreenDreamCompany

Léon van Rijckevorsel	Captain of the Team
Leontine van Hooft	Chef de Mission



Solomons Hidden Treasures³

A Brand With A Mission

The journey of ancient King Solomon through the African continent, from North to South, inspired the Dutch **GreenDreamCompany** to develop a chain of high quality sustainable family villages with accompanying leisure activities in African countries.

Family Holiday Vilages

The first Family Villages will be established in Rwanda. This is a logical choice because of Rwanda's continuing economic growth and the policy of the Rwandan government to support tourism development. The well-organised administration encourages investors to participate in Rwandan projects, making Rwanda the ideal starting point.

Unique Destinations

Solomon's Hidden Treasures offers destinations only found in some of Africa's most unique and beautiful places on the historical road King Solomon travelled.

Solomon's Hidden Treasures brings a tourism infrastructure encompassing fifteen countries: Israel, Egypt, North Sudan, Ethiopia, South Sudan, Uganda, Rwanda, Burundi, Tanzania, Zambia, Malawi, Mozambique, Zimbabwe, South-Africa, Lesotho.

This is where the adventure begins ...

Sustainable Development with local communities

Solomon's Hidden Treasures will be developing, constructing and operating upper-middle class Family Villages. Working in partnership with the local community and using local materials, hence creating a sustainable environment that will contribute to economic growth and welfare at the same time.

Sustainable tourism and vocational training

Sustainable tourism accelerates economic development, creates jobs at all levels and offers local people the opportunity to increase prosperity and welfare for the whole community. To enable the local community to contribute to the success of the Family Villages, Solomon's Hidden Treasures includes vocational training programmes for employees and contractors in its projects.

Sustainable tourism offers guests a valuable experience when they experience cultural and scenic highlights and at the same contribute to maintain those values for generations to come.

The Connecting System

Solomon's Hidden Treasures will make a tourism infrastructure that will open up some of Rwanda's most attractive and historic places to visitors. Like a Family Village with Cultural Experience Park located near Kigali, three Port Resorts with harbours on Lake Kivu and a Family Village located at the Akagera National Park.

All of the locations will be connected through the story of Solomon's Hidden Treasures and by transport, providing a comfortable journey for visitors.

The interests of Rwanda and Solomon's Hidden Treasures are similar: continuity in food and energy supply, development of economic activities, development of infrastructure, development of leisure activities, preservation & promotion of nature and culture.



BROEKBAKEMA ARCHITECTS

WHY?

We believe in the positive influence architecture has on society. As architects we are capable of shaping a meaningful, future enduring environment. We do this by designing buildings that are appealing and that connect people with their surroundings. We create communities and to achieve this, we work together intensively with everyone involved. We use our skills and experience and combine them with sustainable innovations.

The project for Salomon's Hidden Treasures in Rwanda has great impact on the development of Rwanda as fast growing and upcoming economy in the heart of Africa. It shapes new communities in a sustainable way.

HOW? We are proud of the fact that our clients identify themselves with our architecture and methods. Our portfolio consists out of exciting projects: from small redesigns to complex new buildings and complete master plans. We are known for designing high-standard environments for education and research and for transforming monuments; for our involved collaboration and our self-evident use of sustainability actions in our designs and for our extensive experience with an integral collaboration process.

WHAT?

ENERGY ACADEMY EUROPE, MOST SUSTAINABLE EDUCATIONAL BUILDING IN THE NETHERLANDS

In 2016 the Energy Academy Europe will be realised on the Zernike campus in Groningen: a top-notch institute in which education, science and the business sector collaborate in research and innovation in the field of energy. This institute will be the place where students, researchers and entrepreneurs, meet and inspire one another to make the international energy supply chain more sustainable and suitable for the next generations.

The energy academy will be in a building that is a perfect example of sustainability and will be leading in this field. The building will not only be very energy efficient, but will also produce energy. A complete set of sustainability measures is integrated in the design. Therefore, the building gets the BREEAM Outstanding label.

VILLA VAN BUCHEM

The villa, now a national monument, was originally designed by Jaap Bakema voor a Dutch industrial. The new owner requested a large extension for his private library. The monumental status required a sensitive approach. So the library was designed as an underground extension with rooflights bringing daylight tot he rooms.

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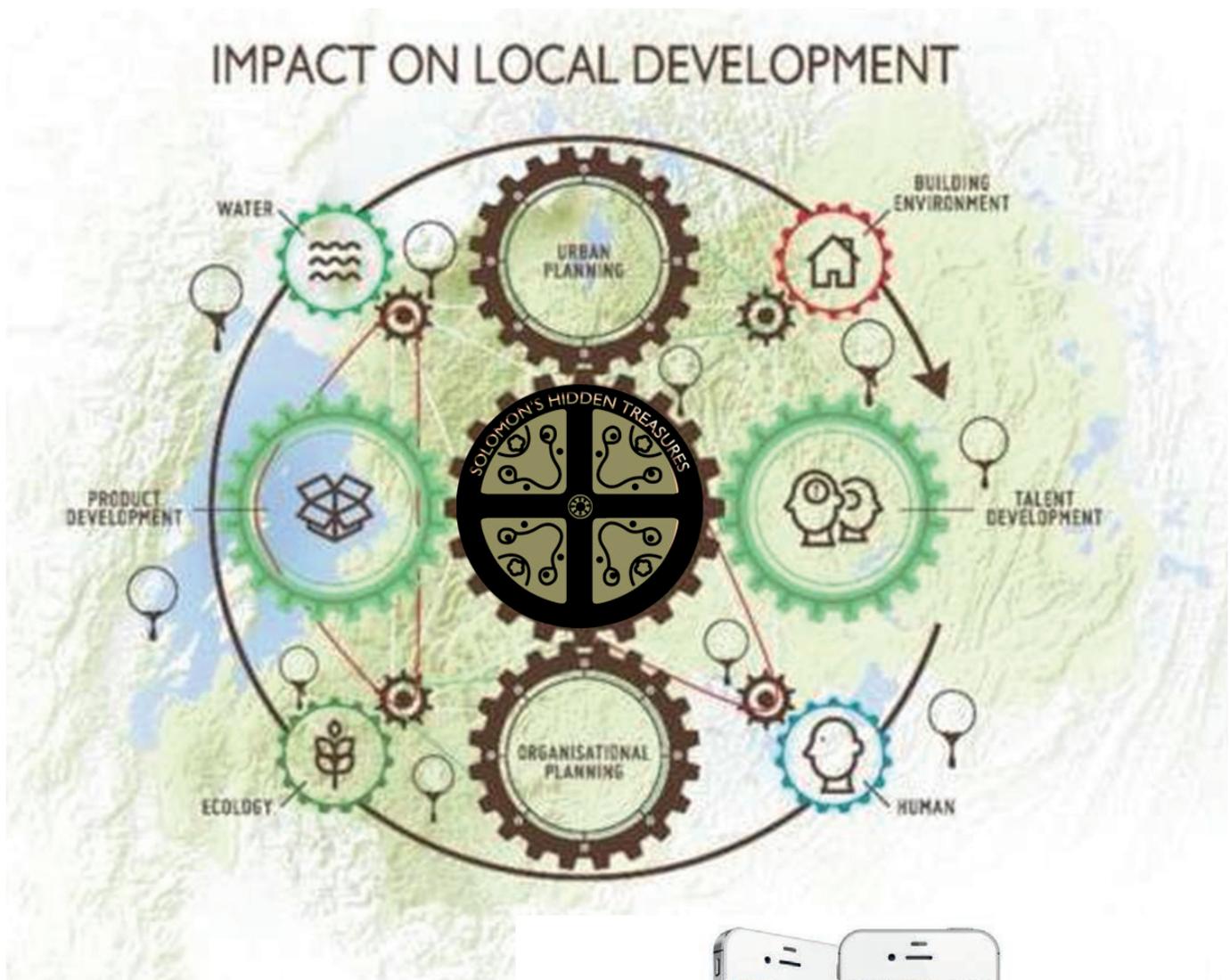
broekbakema

SUSTAINABLE DEVELOPMENT

Every person and every organisation is turning a wheel in the proces of creating value and results. Our proven succes is to work with these principles.

We always work with local development in the following main focus area's:

- Water and watermanagement
- Buiding enviroment
- Human development
- Ecology and sustainability



The Organic Fertilizer Assistant App supports growers in organic agriculture.



CONCEPT BUILDERS COMPANY ⁷

WHY?

Concept Builders Company have the ambition to implement circular economy in all of our projects. We believe our world is an ecology, everything is interconnected. It is a challenge to connect the different links in the local and circular economy as a flywheel in a healthy, new sustainability ambition. Also in Rwanda. For example the use of local raw materials and the employment of local talent in creating a booming labour market, combined with waste issues or smart food-production systems.

WHAT?

We bring a special bottom-up approach in the planning process.



Locals meet locals at beer-tasting event / Floating Family Boat Party



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GREENDREAMCOMPANY9

WHY?

With expertise in leisure and tourism sector development and a passion for the African continent, we initiate, develop and realize leisure and tourism destinations within upcoming markets that can work as a catalyst for change.

This sector is in its infancy in most upcoming markets and could use some support in improvement. We initiate own projects and work as consultants.

GreenDreamCompany is a concept,- and project development company on leisure and tourism sector. We initiate sustainable projects, brings together the right consortium per project, take care of program management and organizes the funding. We take care of marketing, organize training of local people. We work closely together with governments and private sector within upcoming markets.

Leisure and tourism vision 2020

For all intents and purposes, the African continent is the 'last frontier' with all differences, but all have one thing in common and that is the need to ensure they meet the demands of its citizens.

Half of the total population on the continent is under the age of 30.

When the African middle class is a fact, and a lot of African countries are reaching that point at 2020, this citizens will be having families, in demand of a lot of needs. They want to relax, will be in demand of vacations and all kinds of entertainment. So by 2020 African countries will no longer be depending on western visitors only.

Solomons Hidden Treasures

GreenDreamCompany has developed a brand on Family Villages, in combination with entertainment: Solomon's Hidden Treasures. Therefore an area approach and a system per country has been introduced . This brand includes 15 countries, combining Family Villages with a variety of entertainment, such as Safari, Recreational Harbors and a Cultural Experience Park.

Within Rwanda Solomon's Hidden Treasures 5 locations have been selected for a Solomon's Hidden Treasure project.

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WHY?

Africa is the future, based on a unique history and culture. This has always been my personal inspiration for architecture. The project in Rwanda is a great opportunity to take part in the sustainable development of that region. Rwanda and the Netherlands have common grounds in being small countries with great potential.

HOW?

We work from the notion that architecture has quite a significant impact on our surroundings, on people and society as a whole, as well as the environment. We are convinced that creating sustainable and livable areas by making well-considered architecture leads to a broader profit for the community. Not exporting Dutch design but integrating our Dutch expertise with local culture, knowledge and tradition leads to unique areas and environments with a strong local character. We call this creating 'connected identity'.

WHAT?

Practical Training College Sangha (Mali)

The school's architectural design is new but it has undoubtedly vernacular roots. It is connected to local traditions with all advantages of new building possibilities.

Residential district Weesp (NL)

The plan creates a bridge between the old town center and the surrounding polder in the south-east of Amsterdam. The architecture is a combination of variety and unity, a contemporary interpretation based on a thorough analysis of the old Dutch town.

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MTD LANDSCAPE ARCHITECTS 13

WHY?

The future is clear. As a landscaping agency we aspire to contribute to a spatial environment which is beautiful and sustainable, in which people can live comfortably and which is resilient to the changes and challenges of the future.

WHAT?

The aim is always to achieve an unambiguous assignment setting as the point of departure, and having a clear and widely supported concept as the end result of a planning process. Hence serious attention is also paid to the 'soft' components' in the planning process; MTD endeavours to enthuse parties, supervises them and simultaneously supports the process to achieve joint, sustainable design choices.

HOW?

We design for all outdoor areas in the broadest sense of the word. The agency works on designs for both rural as well as urban areas. Assignments involve urban design plans, the layout of streets, squares and more natural and scenic projects like parks, country estates, gardens and infrastructural projects. Clients are public authorities, real estate developers, institutions and private individuals.

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MBVD ARCHITECTS 15

WHY?

As an architect I want to work on projects where community-building and organizing crossovers are the main components. I'm convinced that innovative projects are always complex and never confined to one sector. Each project involves several parties. This creates a rich exchange of ideas and options as fertile ground for an economically sound development.

HOW?

I want to design timeless buildings, complexes en urban solutions that can stand the test of time. In addition to my work, I am involved in social initiatives at a managerial level, especially in non-profit organizations dedicated to community building and organizing social crossovers.

My architecture aims to connect with the local wishes and communities. Their way of living is my starting point. The necessary features of the interior, the public spaces and the functions that are outside are all designed to meet their needs.

WHAT?

The Hogeweyk care centre is a specially designed village with 23 houses for 152 dementia-suffering seniors. These elderly all need houses differentiated by lifestyle. Hogeweyk offers 7 different lifestyles: Upper class, homey, Christian, Artisan, Indonesian and Cultural. The residents manage their own households together with a constant team of staff members. Washing, cooking etc. is done every day in all of the houses. Daily groceries are bought in the Hogeweyk supermarket. Hogeweyk offers its inhabitants maximum privacy and autonomy.

The village has streets, squares, gardens and a park where the residents can safely roam free. Just like any other village Hogeweyk offers a selection of facilities, like a restaurant, a bar and a theatre. These facilities can be used by the Hogeweyk residents and people from the surrounding neighbourhoods. Everybody is welcome to come in!

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GREENDREAMACADEMY

WHY?

The GreenDreamAcademy wants to provide **vocational training** for employees in the tourism sector in Africa and by doing so contribute to sustainable development of economies in emerging countries. We want to raise the quality of service upto a level that's needed to fully exploit the potential of the growing tourism industry.

HOW?

GreenDreamAcademy develops training courses in the fields of hospitality, tourism entrepreneurship, leadership, maintenance and management, marketing, communication, business skills and personal training for employees that are crucial in the overall value of a tourist company.

WHAT?

At first GreenDreamAcademy assesses the local situation; what is present and what is needed?

Next we find and connect all the stakeholders in the project. We use local knowledge, people and organisations to develop a training format.

Together with the customer we examine how the talent of (potential) employees can be unlocked in order create tourism and hospitality services of sufficient quality.

The last step will be to deploy the on-site and/or online training-programms resulting in certification of staff and employees.

GreenDreamAcademy is a non-profit organisation.

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SILVATICA MARKETING 17

WHY?

Using modern communication technology makes the world really small. This makes it compulsory for every organisation to take a very close look on how your clients make their choices on where to go for a holiday. How can you inspire them to book at your hotel? And how do you connect to them, convince them and make it easy?

HOW?

Silvatica Marketing offers marketing services in the tourism and leisure industry. Adding value as a basis for successful business development or destination marketing.

WHAT?

As part of the GreenDreamAcademy Silvatica Marketing helps companies to discover and deploy their marketing strategy.



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Silvatica Marketing

internet marketing met resultaat

YOUR PERSONAL NOTES...