

Cooperation & Development in the Cruise Industry

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Introduction

- 1966 Member City Council of Rotterdam
- 1970 Executive Regional Council Rijnmond
- 1975 –1988 Mayor of Capelle aan den Yssel
- 1988 –2004 Mayor of Zoetermeer
- 1994 Professor Local Taxation, Rotterdam
- 1998 Professor Local Public Finance, Tilburg
- 2005 – 2007 Mayor of Wassenaar
- 2008 Consultant Public & Private Sector
- 2011 – 2014 Professor Xiamen University of Technology

Outline of my speech

- The Future of the Cruise Industry
- The Attractiveness of West Holland
- The Old & New Relationship between China and the Netherlands

The Future of the Cruise Industry

- Challenge of Globalization
- Advantages of Cruise Industry
- Make travelling most comfortable
- Friendship Cities use social & other media to inform each other about their progress

The Attractiveness of West Holland

- As a Tourist Destination
- For Business
- The Chinese are welcome

The Old & the New Relationship between China & The Netherlands

- Our sea-faring ancestors were everywhere in the World; with the focus on Asia: Indonesia, China & Japan
- 17th Century: Koxinga fight the Dutch out of the Strait of Formosa & won
- 20th Century: the City of Xiamen & the City of Zoetermeer were connected to each other (Public & Private sector)
- The Dutch are still in the picture: our Holland America Line is already the best awarded Cruise-Company in the World.