

howdo

2022

October/November

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THE MAGAZINE FOR INTERNATIONALS | EINDHOVEN AREA

30

BEER *special*
included

NEW COLUMNS:

Eindhoven Airport:
Ninety years of flying from Eindhoven

ASML:
Holiday the Dutch way

Next Nature:
Evoluon open for public again

Radio 4 Brainport:
The international sound on your radio dial

International Women's Club Eindhoven;
Aga passes the baton to Heidi



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Dear friends of HOWDO,

Welcome back avid and new readers of HOWDO Magazine!
We hope you enjoyed the summer, anywhere around the globe or here
at home. For the new readers we hope we can help you get acquainted
with Eindhoven and to ensure a smooth landing here. We like to be
more than a magazine: we want to play an active role in the
international community and make sure that every international has
all the information and opportunities to be a happy Eindhovenaar

Now summer is over and most of us are back at work or university.
Autumn is approaching, so the long evenings will be back again. Not
always as we like it, but with at least one nice side effect: it is a
legitimate reason to try a new special beer by the fireplace or stove.
That is why this edition has a special section that can help you with
the right choice for a nice beer or a beer experience. Brewery, café,
abbey, beer festival: here they are!. Different providers, but all with a
passion for beer. Cheers!

It is great to see that Eindhoven's most iconic building will reopen its
doors to the public again. From September 24 on Next Nature will
present the RetroFuture exhibition in the Evoluon. If you would like to
be part of the crew as a volunteer (with financial compensation), visit
our website www.howdomagazine.com for more information.

Recently Niels and I lost two dear friends from our inner circle, and
therefore we agreed it wouldn't be appropriate to celebrate the launch
of this edition too exuberantly. We hope you'll understand. Our hearts
go out to family and friends in your time of sorrow. Stephania and
Maarten: always loved, never forgotten, forever missed....



Wonka Podia work together on education projects for children in the Brainport region

The Wonka Podia are working together on a number of overarching and topical themes with the aim of lowering the barriers to theater. One of these themes concerns education.

The Wonka Podia's mission is to enable as many inhabitants of the Brainport region as possible to enjoy theater. Children have special attention. After all, they are the visitors of the future. A fantastic theater experience brings a child much more than just a fun afternoon. Theater moves, relaxes, makes you think, confronts, and teaches you to look at things differently. They grant this to every child.

On the basis of this philosophy, the coming theater season has various projects specifically aimed at children of elementary school age.

Wonka stages

Wonka Podia is a collaboration of six venues in the Brainport region (red. De Schalm, De Hofnar, Kattendans, De Cacaofabriek, Het Speelhuis and Het Parktheater). Wonka Podia strives to make venues more accessible for everyone. Themes such as inclusiveness, internationalization and education are therefore central.

Wonka Podia is one of the 26 Regio Deals Brainport Eindhoven.

THEATER DE SCHALM VELDHOVEN • PARKTHEATER EINDHOVEN • DE HOFNAR VALKENSWAARD
KATTENDANS BERGEIJK • HET SPEELHUIS HELMOND • DE CACAOFABRIEK HELMOND

Wonka Doeboek & Theater Gift

Activity book for all elementary school children in Wonka communities

In September, the Wonka venues will jointly publish the first edition of the Wonka DoeBoek. This educational activity book is packed with theater and cultural education assignments and has been developed in collaboration with local cultural partners for all elementary school students (group 1-8). This autumn it will be given as a gift to all elementary school in the Wonka municipalities (Eindhoven, Helmond, Veldhoven, Valkenswaard and Bergeijk). For each municipality a (slightly) different version is developed, in which the local cultural partners of the municipality concerned are always visible.

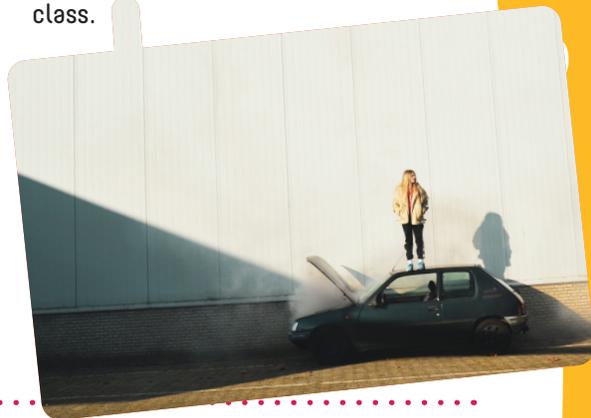
Theater gift for 10.000 elementary school children in the Brainport region

In the spring of 2023, Wonka Podia will jointly offer a theater performance to all elementary school children in grades 5 and 6 in their municipalities. The intention of Wonka Podia is to offer this educational theater activity annually, in the venues or outside. For this first edition, the choice fell on the beautiful, imaginative outdoor performance The Mechanic and The Girl by Youth Theatre Wildpark.

The festive project is being set up in collaboration with Wildpark and the culture coaches of all the municipalities involved.

Educational project

The outdoor performance De Monteur en het Meisje by Youth Theatre Wildpark can be played in the schoolyard and always for approximately 170 students. Some 60 outdoor performances will be organized, giving over 10,000 children the gift of theater from Wonka Podia. It is important that the performance is not just an isolated one, but that there is a preliminary process linked to it. There will be a special video lesson letter for the participating elementary school and, in collaboration with the culture coaches, we will look at what else is possible. Think, for example, of a connection with the music lesson at school or a theater teacher for the class.



THEATER DE SCHALM VELDHOVEN • PARKTHEATER EINDHOVEN • DE HOFNAR VALKENSWAARD
KATTENDANS BERGEIJK • HET SPEELHUIS HELMOND • DE CACAOFABRIEK HELMOND



Bart Rovers, owner of Happy Bodies Eindhoven

Lose weight sustainably, without yo-yoing. Here's how it's done

In recent years, Marcella van Doorn has seen the pointer of the scales slowly move in the wrong direction. She almost decided to accept that with the years the kilos no longer disappear so easily. Until one of her trainers at Happy Bodies recommended the VYTAL nutrition app. Marcella not only lost five kilos, she also has the feeling that she can easily keep this up. She shares her experiences.

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A gym without overachievers

About two years ago I ended up at Happy Bodies in Eindhoven via via. I already visited a lot of gyms, but Happy Bodies is really different. Here there are no gutsy people parading in front of large mirrors, here is a place for everyone, young and old, sporty or less sporty. It is especially very personal here.

Pleasantly surprised

My weight is a point of attention for me. Especially now that I am getting a bit older, I notice that some kilos have been added unnoticed that do not go away easily. When one of the trainers at Happy Bodies suggested I get started with the VYTAL app, I wasn't immediately enthusiastic. I've always eaten fairly healthy, and wondered what I would gain from this. Six weeks later I was very pleasantly surprised: I had lost five kilos of fat and four kilos of weight.

Sustainable result

What also works well for me is that nowadays I have a kitchen scale on the counter as standard. For

example, if I can eat nuts as a snack, I now weigh that up. Because that scale is there anyway, I do it too. In the past, I would have just filled the tray. I had almost given up hope of weight loss, it is very nice to discover that it is possible. It's just very cleverly set up. Your supervisor acts as a precaution, checking off the meals feels like a kind of reward and the fact that it is very visual also stimulates me. It is actually not a diet at all, you learn to deal with food differently. This ensures a sustainable result and prevents you from yo-yoing.

Want to know more?

Curious how you can work on your body in two times 35 minutes every ten days, under the guidance of your own personal lifestyle coach? Even if you have physical complaints? Then take the free membership test and sign up for a free personal introductory meeting and tour of the club. Bet you're sold right away?

HAPPY BODIES

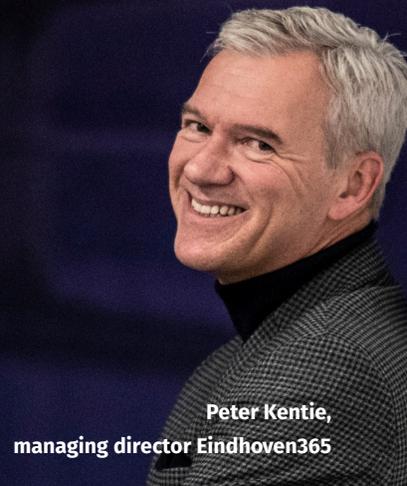
Philitelaaan 59A - 5617 AK Eindhoven

Rising above ground level



This is actually the translation of a Dutch saying: ‘boven het maaiveld uitsteken’ and is has a specific meaning. It is in essence positive a positive connotation. Meaning that somebody or something reaches further ahead than commonly expected. Interesting is how society deals with people who stick their neck out. In Eindhoven we appreciate proactive actions and performance. Even better, we cherish them, because we believe in the power and class of the individual, especially if this contributes to society as a whole.

A great example is the journey of Amit Biswas, originally from Bangladesh. He moved to the Netherlands for pursuing a Masters’ study in Maastricht and is now happily living in the vibrant & inspiring city of Eindhoven. Amit has a passion for to marketing, branding, and design. So when he noticed the branding of Eindhoven city, the vibes logo, he posted an article on his LinkedIn on what he had seen, he was intrigued by the design. So he shared his curiosity online and wanted to know more about the visual identity. I noticed his request in my



Peter Kentie,
managing director Eindhoven365

LinkedIn timeline and contacted him to invite him over at our office of Eindhoven365 in city center. He came smartly dressed and explained that he was struck by my open invitation. I explained to him that this is typically Eindhoven mentality. I as being end responsible for the brand of Eindhoven, was of course positively surprised about him noticing the vibes in public space. And he expressed his interest openly, he reached out so I naturally responded. We had a great meetup; I presented the creative process and thinking behind the vibes.

That is a visualization of tangible energy in the city of Eindhoven and also a ‘knipoog’ meaning a hint to old Philips identity showing electric energy flows. We chatted about the open source nature of the logo – anyone can use it freely – and that it was created by a team of designers; not a single individual. Also reflecting Eindhoven mentality of good and cooperation. What followed is almost a ‘jongensboek’ story, meaning a positive success story: Amit got inspired to write a book about cities identities of The Netherlands and reached out to an Eindhoven publisher and Logo Land was created last year. Now a success and his book has international exposure and sales. It is even in the bookshelf of King Willem-Alexander and Queen Maxima at the Royal House of the Netherlands! Check out his journey on amitbiswas.nl



Ninety years of flying from Eindhoven



In September 2022, Eindhoven's airfield celebrates its 90th birthday! Did you know that this field is connected in a special way with the high-tech manufacturing industry in this region? Anton Philips was one of the founders of Philips, from which ASML, NXP and Signify are spin-offs. Both him and his son Frits Philips were also involved in the founding of Eindhoven's airfield.



The first plans for Eindhoven Airport started in 1919. Anton Philips, among others, was part of the project group at the time. After some disagreements about a suitable location, the hamlet of Welschap was chosen, after which the airport was first named. Flash forward: the first plane landed there in 1932. In the same year, the Noord-Brabantsche Aero Club was co-founded by Anton's son Frits Philips, an aviation pioneer and enthusiastic sports pilot. Philips stayed involved in the airport. From 1955 to 1996, Philips' own airline flew from the airport, as a major consumer of cargo and mainly to shorten business travel times in Europe.

Civil aviation increased in the 1970s and the current runway, about 1 kilometer away from the old Welschap building, was put into use in 1984. The name then also changed to 'Eindhoven Airport'. Today, millions of passengers a year travel via the

airport to 80 destinations, including many international workers, students, and the like who use the airport to visit family or discover Europe.

Walk through history

Want to see more of the history and experience this story yourself? Starting from September, you will find a walk from the old Welschap building to the current location of Eindhoven Airport. Along the route you will find photos and QR codes with more information. The old airport building of Welschap is now a lunchroom with the name 'Echt Welschap', nice for a snack and drink before or after your walk!

EindhovenAirport 

communications@eindhovenairport.nl

Holiday the Dutch way



Photo by Leo Foureaux on Unsplash

Have you ever noticed that wherever you go for your summer holiday, you will always bump into Dutch tourists? They are everywhere, looking for that one authentic village that nobody has discovered yet. If you ask a Dutch person about their holiday trip, they will either happily tell you that they “hardly met any other Dutch people” or they will complain ‘there were too many Dutch people’.

The other thing about Dutch tourists is the way they travel. They love attaching a caravan to their cars and drive over a thousand kilometers to find a spot on a camping site in France, Italy or Spain. They often look pretty stressed out upon arrival but once they have parked the caravan, arranged the chairs side by side (with a view on the other guests) and made fresh coffee, the holiday can truly start. One of my international colleagues suggested to investigate this phenomenon in my next column. So I did.

My caravan-owning Dutch friends tell me they love the freedom a caravan gives them. They feel they can go anywhere. It is also much cheaper than a hotel. They love life at a camping site. And having to cook, eat and sleep in a tiny space gives them a

sense of adventure, perhaps even an opportunity to test their survival skills. It is just back to basics.

I must have my DNA checked as I fear I am not 100% Dutch. I just cannot image driving along those hilly, narrow roads in the south of Europe with a caravan. The thought freaks me out. The last time we stayed on a camping site, years ago, I could barely sleep because our neighbor snored so badly. Then the (same) neighbors' kids decided we were so much more interesting than their parents and we just could not get rid of them. Since then, it's hotels and holiday homes for us and life is so much better.

Holidays are for rebooting and having fun. Caravans, tents, hotels, homes, your own garden –whatever you did, I hope you enjoyed it. Welcome back!

Monique Mols
Media relations, ASML

ASML

autobedrijf
BOS & SLEGERS

Bosch Car Service

BOSCH
Service

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Autobedrijf Bos & Slegers:
**mobility
and more**



Gerard: “We quickly outgrew our first location and moved to the Schootsestraat in Eindhoven. In the initial phase, we did everything ourselves, from maintenance and repair to sales. Our team has now grown to more than 15 skilled and friendly employees. Short lines of communication are of great importance for the quality level pursued by Autobedrijf Bos & Slegers.”

Treat customers the way you want to be treated yourself.

Our motto is: treat customers the way you want to be treated yourself. Our visitors can look around before being attended to on request. The choice for a reception at the back of the building also has the great advantage that communication with the workshop can be done in person. That works much better than having to communicate vehicle complaints to the mechanics by telephone. Our receptionist Stefan has been working with us for 25 years and knows exactly which data is important for a successful repair. He also knows the people by name and surname, as well as their vehicles and associated license plates. We are alert to such personal things. Just like fast service, because nobody likes to wait.”

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Guaranteeing mobility

At Bos & Slegers, they work 16 hours a day, 6 days a week to solve all kinds of mobility problems. Gerard: “That also applies to customers who buy or lease a car from us. They opt not only for a means of transport, but also for availability and freedom of movement. That is why we are active almost around the clock to keep our customers mobile. Both business and private drivers. In addition, all customers who have a major service carried out at Bos & Slegers are automatically assured of Bosch Car Service Breakdown Assistance. This means Roadside Assistance throughout Europe!” Particularly interesting for the business market is Bos & Slegers’ own lease branch. “In principle, we take care of all lease types, but we are particularly strong in short lease agreements with a favorable price. If someone needs a car for six months, we can offer it very competitively because we have the cars under our own management.”

In 1990 Autobedrijf Bos & Slegers was founded by Marcel Bos and Gerard Slegers and more than 30 years later they still work together every day.



Fast procedure for internationals

“We have short lines within our company and Marcel and I can make our own decisions, so we can act quickly and help customers quickly with, for example, a lease or rental car. Certainly when it's about internationals, many companies require a lot of paperwork before eventually a positive (or even negative) answer is given. Apparently our working method is appreciated, because the number of internationals within our customers is only increasing. Through conversations with clients we found out that our brand independence is especially important: we have a choice of all brands and do not push a customer towards a specific brand. It's all about what the customer needs.”

According to Gerard, Bos & Slegers is more than selling and maintaining a car. “We know the world of mobility and sometimes we arrange a car, bicycle and insurance for a customer. I also like to use my network. In a conversation with a potential customer, for example, it emerges that he is experiencing problems with a renovation, then I put him in touch

with a contractor from my network who has a good reputation in that area.

Best of the best

In addition to the attractive price level and varied range, Autobedrijf Bos & Slegers can supply everything related to the car and also solve all malfunctions. “Our employees all follow Bosch Car Service training courses,” Gerard continues. “We opted for this workshop concept because Bosch is a supplier of 80% of car electronics and has more than 300 companies in the Netherlands alone that work according to this concept. As an affiliated company, we have diagnostic equipment with which we can read every brand. In addition, we have the first input when it comes to technical information that is necessary to be able to solve electrical faults, with the pleasant result that we also work for other car companies that can no longer solve certain faults due to advancing technology. In modern vehicles, everything actually goes through the computer and fiber optics. Gone are the days of plugging a voltage tester into a cable. Our technicians have the best of the best in terms of space, technology, training and tools. Basically everything Marcel and I wanted from the start...”

Always on the lookout for professionals Marcel and Gerard have faith in the future, but at Bos & Slegers they also face a shortage on the labor market: “Most mechanics work with us for years, and luckily we don't have many changes in our team, but we are always looking for good mechanics. They don't have to be Dutch, anyone with a good knowledge of the English or German language will fit into our team.”

BOS & SLEGERS
AUTOGROEP

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M
THE INTERNATIONAL
POP QUIZ
OF EINDHOVEN

Muziekgebouw Eindhoven and Number 42 have struck up a collaboration to launch the one and only International Pop Quiz of Eindhoven, a monthly recurrent event at café Meneer Frits.

With the organization of over a hundred quizzes a year, Number 42 is obviously the Eindhoven based go-to partner with whom Muziekgebouw Eindhoven is pleased to join forces to establish a quiz experience with impact.

Within the framework of its development plan Connecting & Expanding, Muziekgebouw Eindhoven would like to reach an audience of all walks of life. In a city like Eindhoven, it goes without saying that this also includes the growing number of internationals and expats. To make this event accessible to this particular community, we will be presenting it in English. With a monthly event like The International Pop Quiz of Eindhoven, we're looking forward to facilitating a place that makes it easy for people to meet up and for the internationals of Eindhoven to get to know each other.

Taking part in the quiz can be done in a team of up to 5 players as well as an individual player. We will assign individual participants to a team, which will certainly help with meeting new people. The quiz will be enhanced by visuals and audio samples, including live-performed fragments. Presentation and hosting will be English from start to finish!

And of course, the inner person will not be forgotten. Participants can count on a fitting, surprising and varied food & drinks concept to go with each quiz. A thrilling event, hosted by the experienced Number 42 quiz masters, with joy and fun at its core.

We're kicking off the first edition on Monday 10 October - doors open at 19h00 with the quiz starting at 20h00. Location is our café Meneer Frits. Next editions are scheduled on 12 November and 19 December. More information at mgehv.nl/pop-quiz

Team Muziekgebouw Eindhoven
www.muziekgebouweindhoven.nl

#42

M MUZIEKGEBOUW
FRITS PHILIPS EINDHOVEN



Two top language-learning skills for betas

Chances are that, as a reader of HowDo magazine, you are a technical professional who wasn't born in the Netherlands. We dare to make that statement in a magazine for internationals in the Brainport region.



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The language you learned to speak as a child however is less easy to predict. Hindi, Mandarin, English, Bulgarian or German....it could be any of these. Even though our native languages may be completely different, you are still reading an English magazine right now, in a mainly Dutch-speaking environment. Isn't it great to see how language connects us all? Or, does it not quite work that way for you?

We notice that many beta students think they are not good at learning languages. It may surprise you to know that, as a beta student, you really have what it takes to learn a foreign language! First of all, you are good at structuring, logic and identifying patterns. Secondly, you know how to test your product or programme to make it better. So, now we are going to explain why your logic and testing skills are your top skills for learning a foreign language.

TOP SKILL 1: LOGIC

If you understand the logic of a language, you don't need to memorise anything. Why should you memorise endless vocabulary lists, when you already recognise a lot of words from another language, and you already know how words are generally used in Dutch? From a noun, the adjective and verb forms can usually be derived relatively quickly.

The formula for constructing a Dutch sentence is different from that of an English sentence. But it is still a formula! Once you know it, all you have to do is fill in the variables and you're there! Try to create an overview for yourself and ask why something is the way it is. Once you understand that, you won't forget it.



TOP SKILL 2: TESTING

When you develop something new, you start testing parts of a product or programme quite early in the process. This provides you with valuable feedback that helps you to make improvements.

This works in exactly the same way when learning a language. Does the cashier in the supermarket understand you? How does your colleague react when you say 'Goedemorgen'? The great thing about language is that you get feedback from the people around you automatically. You can always practise...provided you have enough native speakers around you. By testing your language skills in this way, you can improve little by little every day!

But how?

This all sounds ideal, but how do you do it? That is a very good question. It isn't easy for a beginner to get a broad overview of a new language. This will also take a lot of time. That's why it's useful to have a language trainer to help you. Someone who understands how you learn and who can help you to get the overview of the language you need.

Perhaps, you find it difficult to speak Dutch in your own environment. If so, let's find a good testing environment! There are plenty of ways to try out your Dutch in the Netherlands - a place where you can practise speaking in all sorts of situations with different people.

Regina Coeli in Vught, for example, is the perfect place for this. Here you can immerse yourself in a language for several days at a time. You'll be taught by native speakers and will be able to practise with your fellow language learners.

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Of course, you won't be able to speak perfect Dutch after your course, but you will have taken a big step forward. This step will help you to practise with more self-confidence - so you can show just why Brainport is the smartest place in the world!



LANGUAGE
INSTITUTE
REGINA COELI



Eindhoven Shamrocks: Meet the friendliest sports club in town!



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We are the Eindhoven Shamrocks, an English-spoken club in which you can practice the most popular sports from Ireland: Gaelic Football and Hurling/ Camogie, declared by UNESCO as intangible world heritage.

The Eindhoven Shamrocks has been for the last 10 years the Irish sports club not only in Eindhoven but in the whole province of Noord-Brabant. Actively participating and organizing tournaments in the Benelux region, even winning some of them both on the men's and women's teams!

Gaelic Football is a mixture of rugby, football, basketball and even volleyball; quite the mix to develop your motor skills and hand-eye coordination. Hurling and Camogie, sports that date back 3000 years, are a mixture of grass hockey and baseball, plus it's considered the fastest sport on grass, definitely a good challenge if you want to smack a ball while wielding a wooden ax, literally!

It doesn't matter if you've never heard about the sports we offer, we are always more than happy to show you and integrate you into the team, also by

having some social activities like pub quizzes, or pub crawls. In essence, it's the perfect way to engage with people, both locals, Irish, and other expats in sports and building a social life and friendships in Eindhoven.

Our training grounds are at the Sportpark Dommeldal Zuid, next to the High Tech Campus and you can come every Monday to practice Hurling/ Camogie and/or every Wednesday to train Gaelic football, both starting at 19:30. We're looking forward to welcoming you, even if you want to just come for a try out!

See you at the pitch!

You can also follow us on our social media on

Facebook

[<https://www.facebook.com/EindhovenShamrocks>]
and/or

Instagram

[<https://www.instagram.com/eindhovengaa/>].

For more information: pro.eindhoven.europe@gaa.ie

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PSV FANCLUB



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€25,-
per season

Word search

Can you find which word is not in the puzzle? Upload the answer on PSV.nl/howdo & win a plush mini-Phoxy

P	P	C	B	A	L	L
H	S	A	G	B	U	S
O	V	P	O	X	Y	H
C	B	C	A	K	E	I
A	E	F	L	A	G	R
R	A	S	L	E	D	T
D	R	A	P	P	L	E

- APPLE CARD
- BALL FLAG
- BEAR GOAL
- BUS PSV
- CAKE SHIRT
- CAP SLED



EENDRACHT
MAAKT MACHT



holland
expat center
south

LIVING IN

The Living In Program is part of the Municipality of Eindhoven/ Holland Expat Center South. We help internationals to settle in and to feel more at home in the Eindhoven region. We work together with all kind of organizations in the region.

*This time we would like to give information about the new **Living In Guide – Brainport Eindhoven Region** edition, and about **National Memorial Camp Vught**.*



For more information about the Living In Program, please contact Josine Frankhuizen of Holland Expat Center South:

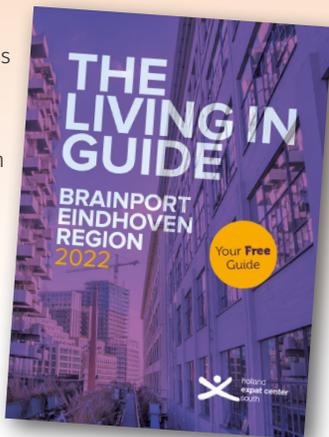
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Check our free events on our website eventpage:
www.hollandexpatcenter.com/en/events

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New edition of the Living In Guide – Brainport Eindhoven Region by Holland Expat Center South

The new edition of the Living In Guide is now online and in print available! The guide offers more in depth information on a variety of topics, including Culture & Leisure, Education, Careers, Language, Health, Religion and more!



It is available for free at Holland Expat Center South (Vestdijk 27a), and at our events! This guide is a supplement to 'The Expat's Guide to Brabant'. For the online edition please check on our website: <https://hollandexpatcenter.com/en/publications/living-in-guide/>

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10. **Partnership Program:** A distinctive collaboration that has been set up between Holland Expat Center South and private service providers.

I hope you enjoy this information guide and find it very useful.

National Memorial Camp Vught

It has happened, so it can happen again'
– Primo Levi



The things that happened at Camp Vught recede in time. But the stories of those who were imprisoned there remain relevant.

Camp Vught National Memorial

Camp Vught National Memorial (Nationaal Monument Kamp Vught) is located on part of the former SS camp Konzentrationslager Herzogenbusch, also known as Camp Vught (January 1943 – September 1944). It was constructed in 1943, as the only SS concentration camp outside Nazi Germany, and remained in use until the autumn of 1944. In just eighteen months, over 32,000 people faced incarceration and were put to work here; most of them because they were Jews or members of the resistance. Camp Vught was also the first SS camp evacuated by the Allied forces, in October 1944.

Our permanent exhibition, created in 2019, gives a personal dimension to a number of historical events. These are told through individual stories. Stories that are unique, but also reflect what all 32,000 prisoners

went through in Camp Vught. People who came from all over the world; they represented 30 nationalities. Attention is also given to the other side: the stories from the perpetrators, but also the perspective of the bystanders. The people living in Vught who were suddenly confronted with a concentration camp in their village. A visit to Camp Vught National Memorial is not something you will soon forget. It will touch you deeply, inspire you, and make you stop and think. Because the stories remain.

Visits

You can visit the museum with an in-depth audio tour, which is available in four languages (DU, EN, FR, GE). The audio tour junior 'Behind the barbed wire' was developed especially for young people aged 10 – 12, where the history of Camp Vught is told from the children's perspective. The audio tour junior includes a "photo album" with questions and assignments, both of which are available in DU and EN. On request, we can organize guided tours in DU, EN, GE, and FR, all under the guidance of experienced and well-informed guides.



For all practical information please visit our website: www.nmkampvught.nl



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Next Nature
turns the
Evoluon
into a vibrant
public
location
once again

Dr. in. Koert van Mensvoort (1974) is an artist and philosopher and founder and creative director of Next Nature, which works together with designers and scientists on futuristic designs inspired by new technology. Next Nature developed a future plan for the Evoluon in which it gradually becomes a public location again. "It must be an optimistic museum that must show the connection between man and nature," says Van Mensvoort.

“The Evoluon is an excellent place to give shape to the ‘spaceship earth’ plan to offer all people, young and old, a unique perspective on our planet and our future.”

André Kuipers, astronaut

Frits Philips’ dream

The Evoluon opened its doors more than half a century ago, on 24 September 1966, on behalf of Frits Philips on the occasion of the 75th anniversary of Philips. In the ‘flying saucer of Eindhoven’, visitors got a picture of the development of the earth and people, the technology and the contributions that Philips made to it. The exhibitions about science and technology attracted millions of visitors, in the heyday in the 70s even about 500,000 a year. When the operation became too expensive, Philips decided to close its doors in 1989, after which the Evoluon functioned as a congress and event center. In 2018, Lichtstad Erfgoed BV bought the iconic national monument with the intention of reopening it to the general public. Since the beginning of this year, Next Nature has been renting the building for at least ten years.

About Next Nature

Next Nature explores how technology becomes our ‘next nature’: The non-profit organisation is known for stimulating public projects such as the NANO Supermarket, the ECO Coin, the Cultured Meat Cookbook, the Rayfish Sneakers, Reprodutopia clinic and the HUBOT employment agency for people and robots.

Exhibition Retrofuture: from 24 september 2022 -25 march 2023

RetroFuture is an exhibition about the history of the future. It shows the images, stories and visions of future thinkers, it tells about the universal dreams and challenges we have about the future.

What makes someone a future thinker? You might say that everyone is a future thinker. We humans have an awareness of time: we think about our next holiday, which education we want to pursue or that we must not forget to go shopping. Understanding time is a survival tool for us humans. It has brought us to where we are today. One of the earliest examples of human thinking about the future can be found in ancient history with the introduction of the earthenware pot. It tells us that people stored food and water for a later moment when conditions were less favorable. We are not unique in this, by the way; many animals and other living creatures on our planet have a sense of time and future. For example, animals also hide food in order to be able to eat at a later time during times of scarcity.

What distinguishes the future thinkers of RetroFuture from you and me? They are all people with ideals or a vision on what could be different, better, smarter, fairer, more efficient. Future Thinkers do not only pursue their ideals, but actively carry them out. To do so, they use rituals, stories, images, figures, ideas, works of art, research, products and services. You can discover all these expressions in the exhibition.

No such thing as ‘the’ future

What also distinguishes future thinkers is that they are often far ahead of their time. This is not because they have a special gift, but because they adopt perspectives that differ from the usual. They question the status quo and show us that there is no such thing as ‘the’ future, but that several futures are conceivable.

When we think about the future, we do so from a certain view of the world, the prevailing image we



have of how the world works. It is not surprising that we look at things this way, because this world view is anchored in our society, in institutions and systems. From schools, education and work to the way we communicate and talk. This worldview influences our norms and values, the assumptions we make, our expectations and social roles.

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Push button magic kitchen

A good example from the exhibition is the 'push button magic' kitchen of the future from the 1950s. Everything, including cooking, is done fully automatically so that women have free time to sunbathe, play golf or tennis. The fact that the roles of men and women might change and that women might prefer to work on their careers rather than on their handicap, did not occur to me when thinking about the future.

Thinking from one worldview or perspective can get in the way of thinking about possible futures. If we reason from what we know and are familiar with, we arrive at solutions that we know and are familiar with. The complexity of challenges, the need to think in a longer term than one's lifetime or the development of radical innovations require imagination, different perspectives and thinking in terms of possibilities. The assumption being that we, as humanity, want to survive. That we want to contribute to a liveable planet that is sustainable and fair for all species.

Future thinkers allow different alternatives and perspectives in their thinking about the future and thus see multiple futures. RetroFuture offers a nice discovery: an evolutionary perspective of the VR time machine (Next Nature), a non-Western perspective of Tabitha Rezaire with the film Premium Connect, the capitalist or ecological perspective we can see in examples from the past century. These are just a few examples from the exhibition. They challenge our worldview, the bias and assumptions we all bring to our thinking about the future.

Be inspired by the different lenses through which you can look at the future and discover the future thinker inside yourself. The future lies in today, the trick is to explore possible futures and work towards a desired future.

How we can use the future for today is the common thread in the programme offered by Next Nature Academy. With a lecture, a visit to the exhibition and a subsequent workshop, we explore possible futures. Participants are guaranteed to go home with different perspectives on the future. For more information please mail academy@nextnature.net.

NEXT NATURE

What are the six most important factors when getting a mortgage in the Netherlands?

As an expat wanting to buy a house in the Netherlands there are a few advantages over renting a property. Getting the right mortgage is not an easy task. An independent adviser can help you out.

- 1. Don't just think 'It's all about the rate'. It is really about finding a trusted partner to help you guide through a complex transaction by offering honest advice and responsive support throughout the entire process.**
- 2. Independent and impartial mortgage advice will save you lots of money. An independent adviser works for you and he could compare more than 35 different mortgage providers with thousands of different mortgages based on low interest rates and the best terms and conditions. Therefore he could help you find the right mortgage which suits your personal and financial situation.**
- 3. Different mortgage providers use different terms and conditions. Don't just look at the interest rates, but also take into account the type of mortgage, the fixed interest period, the possibilities of a penalty-free repayment, quotation validity and renewal fees, the pledge deed if necessary and the so called take-out option when moving to another home.**
- 4. Is a life insurance policy compulsory and if not, is it wise to take out a life insurance policy?**
- 5. What happens in case of partial or full incapacity for work or in case of unemployment?**
- 6. All deeds and contracts should be examined carefully. Most documents are in Dutch and since Dutch is probably not your native language, your adviser could explain and check all required documents.**

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BONUS Make sure your new house is insured from the day of the transferral. Besides home insurance, your adviser can help you with contents insurance, liability insurance, car insurance, travel insurance, legal insurance and even your health insurance.

A financial planner (FFP) is a highly educated financial adviser and could help you out on all legal and fiscal subjects mentioned above.



Feel free to contact us for a non-committal and free of charge introductory visit to learn more about your possibilities. We are happy to serve you.

040 211 51 52
info@fac-eindhoven.nl



Olivia van den Broek-Neri is
Project Coordinator
Communications & Events at
Holland Expat Center South.



A little help getting back out there!

By Olivia van den Broek-Neri

After being forced to isolate for several years, it can be daunting to dive back into the world of socializing. Now that times allow us to get back out there, we can all use a little help! For me, it was getting a puppy!

After my pug Pepper passed away two years ago -- two days shy of her 14th birthday -- I was suddenly left without my furry companion. Pepper was an instant ice breaker with meeting new people who helped me get to know Eindhoven when I first moved to the Netherlands. There was no language barrier and she was always up for a walk! We did a lot of exploring together, and when she passed away, I had lost a dear friend.

Introducing Lola

My puppy Lola is now six months old and full of energy! During her daily walks, she is getting to know our neighborhood and the neighborhood dogs! She is settling into the area.





Since having her, I have been outdoors a lot more. Even though I was taking daily walks during the pandemic, it was a different type of walk. Yes, I would say 'hello' and 'goedemorgen/middag/avond' to persons I passed. But now when Lola and I go on a walk, we stop and I talk with the other dog owners, because Lola stops me. It turns out that she is quite a social dog! As a result, I have met more people in the neighborhood during our walks over the past few months than I had in two years of walking on my own during the pandemic!

A great routine

Every morning, I put on my walking shoes and take Lola out for a walk in the park. I do so even on days when I would rather sleep late. I get up and take her because it is good for her and it is good for me, and it is a great way to start the day! Wishing neighbors and strangers alike a good day puts a smile on my face. Getting well wishes in return, even better!

Getting a pet is a big commitment. Lola requires a lot of time and expense. But what she gives in return is priceless. If you are interested in adopting a pet, check out www.lkZoekbaas.nl.

Other ways to get out there

Another way to get a little help getting to know people in your area is by joining a social club or a local sports club. There are many to choose from in the Eindhoven region and there is something for everyone. Whichever way you choose, make sure that you do it, because getting to know people in your area will help you settle into the region.

If you are looking for ways to meet people or to join a club or organization, check out our website www.hollandexpatcenter.com. Our monthly 'We Are Not Alone Newsletter' also features different organizations that may be just what you need. Of course you are also welcome to join our monthly Welcome Evening! Find more information, go to www.hollandexpatcenter.com/events/.

Because although you may not have a puppy named Lola like me, there are plenty of people out there ready to help you get back out there and to help you settle into the region!

Holland Expat Center South is a nonprofit governmental agency. It is a joint initiative of the participating municipalities, the Immigration and Naturalisation Services (IND), Brainport Development, and the province of Noord-Brabant. Contact us with any questions you may have about settling into Brabant: info@hollandexpatcenter.com.

The Ottoman: Turkish cuisine at its best!

The Ottoman is a modern Turkish restaurant in Eindhoven. Whether you want to enjoy delicious Turkish delicacies or a tasty quick snack? The Ottoman offers endless delicious possibilities! On our extensive menu you will find delicious dishes that are freshly prepared daily with love, craftsmanship and quality.



Lia: "The food was delicious and the delivery person was also very friendly. This was my first order, but there will definitely be more to come!"

Manuela: "Nice place, good food and friendly staff."

Meat dishes from the charcoal grill are the basis of our Mediterranean cuisine. The glowing coals immediately sear the meat and give a nice grill taste.

The Ottoman is not just a restaurant, but a complete and unforgettable experience in an atmospheric ambiance. Our restaurant can accommodate more than 50 people. The skilled and hospitable staff ensure that you will have a great time! Reservation is not necessary.

Catering

Having an event on location or at home and you want to serve delicious bites and dishes without being in the kitchen for hours yourself? Let us cater you. You can also contact us for on-site catering for small and large groups. We have already catered many parties and events with our delicacies.

Strijpsestraat 200 A (opposite AH, next to Kruidvat)

5616 GW Eindhoven

T. 040 - 257 29 54

E. info@theottoman.nl

Opening hours:

Mon-Thu 11.00 - 22.00 / Fri 11.00 - 23.00

Sat 13.00 - 23.00

Sun 13.00 - 22.00



“Most cultures made beer before they had an alphabet.”

– Matthew Weiner

Believe it or not, but research has shown that moderate beer drinkers have a reduced risk of dying prematurely compared to abstainers and excessive drinkers. Moderate drinkers are adult men who drink a maximum of two standard drinks a day or adult women who stick to one standard glass at most. Moderate alcohol consumption reduces the risk of conditions such as cardiovascular disease and type 2 diabetes.

Really? Yes! Mostly due to the alcohol in the drinks, but up to a fifth of the protective effect could also be due to polyphenols. Polyphenols are plant antioxidants, chemical compounds whose active substances counteract oxidation and fight cancer cells.

With our “Beer Special” we want to inform those who already love beer about the beer culture in Eindhoven and the surrounding area: from an excursion, via the brewery and the specialty beer cafes to the Mout Beer Festival....

Beer is one of the oldest drinks humans have produced. The first chemically confirmed barley beer dates back to the 5th millennium BC in modern-day Iran, and was recorded in the written history of

ancient Egypt and Mesopotamia and spread throughout the world.

In Mesopotamia, the oldest evidence of beer is believed to be a 6,000-year-old Sumerian tablet depicting people consuming a drink through reed straws from a communal bowl. A 3,900-year-old Sumerian poem honoring Ninkasi, the patron goddess of brewing, contains the oldest surviving beer recipe, describing the production of beer from bread made from barley.

Today, the brewing industry is a global business, consisting of several dominant multinational companies and many thousands of smaller producers ranging from brewpubs to regional breweries. In 2021, the global beer production amounted to about 1.86 billion hectoliters and the global beer market revenue is expected to reach \$739.72 billion by 2027.

Note: *This article is written from the personal point of view of the author and may contain information that is not scientifically substantiated and/or in line with the general view.*

La Trappe Taste the

Since 1884, La Trappe Trappist has been brewed by the Koningshoeven brewery at the Cisterciënzerabdij Onze Lieve Vrouw van Koningshoeven. (the Cistercian Abbey of Our Lady of Koningshoeven.) The abbey and brewery of La Trappe have a rich history and are characterized by great beauty. But don't take their word for it, visit and experience it yourself.

'Our abbey is a multicultural society in miniature.' Brother Bernardus of Our Lady of Koningshoeven Abbey

A serene environment

The serenity around Our Lady of Koningshoeven Abbey lies like a warm blanket over vast fields and woodland plots. The abbey is located in Landscape Park Moerenburg-Koningshoeven, near the Oisterwijkse Vennen. In this historic Brabant landscape, nature is given the opportunity to develop into a sustainable ecosystem. This makes the green, scenic environment of even more value for a life of silence, austerity and encounter. We consider this setting of tranquility as wealth. This Brabant landscape is worth discovering. The beautiful cycling routes in the area take you to the most beautiful places.



La Trappe TRAPPIST

Abdij O.L.V. Koningshoeven

At the end of the 19th century, a small group of Trappist monks fled from France to Berkel-Enschot. There, in the heart of Brabant, they embraced this former country residence of King Willem II - the Koningshoeven - as their new home. They founded their monastery there and decided to brew ale. To this day they fill their lives here with prayer and work. In peace and quiet.

De Koningshoeven became the cradle of La Trappe Trappist. Here, within the abbey walls, Brewery de Koningshoeven produces Dutch Trappist ale. Still under the supervision and responsibility of the monks and still based on the inner conviction "to do good": part of the proceeds go to charities. These original principles provide La Trappe Trappist with the exclusive label "Authentic Trappist Product" from the International Trappist Association.

Trappist: silence

Attention to people and society

Corporate social responsibility is inextricably linked to La Trappe Trappist. The starting point is a sustainable world. To conserve the environment water from their own source is used and returned to nature as much as possible with their own biological water treatment. By purchasing the raw materials from local farmers and by avoiding waste: residual products aren't thrown away, but made available for the production of, among others, animal feed.

All this makes La Trappe Trappist a pure and honest ale, which stems from the inner conviction of the monks to be careful with what God has given us.

Fact: There are only 10 Trappist breweries left in the world, and La Trappe is proud to be one of them.

Because La Trappe is an official Trappist ale, part of the profit goes to charity. La Trappe supports a very poor region in Uganda. A Trappist monastery has been established in this region. The brothers of this monastery are mainly specialized in agriculture and cattle breeding. That is how they help the local population build their economy. The money that the brothers currently earn is used to renovate two local schools and provide them with clean and safe drinking water.

English guided tour including tasting of one of the delicious Trappist Ales

Experience an unforgettable afternoon at Bierbrouwerij de Koningshoeven with your friends, family or colleagues.

During the one and a half hour tour, you will be immersed by an English-speaking guide in the world of Trappist Ale, the special brewing process, the sustainable vision of the monks and the characteristic features of the brewery. The tour takes you past the sustainable initiatives, the abbey, the brewery and the bottling plant and also includes a film, in which you learn everything about monastic life and the history of the brewery in about 15 minutes. You can also choose one of the delicious Trappist ales to taste during the tour.

Enjoy dishes with regional products in our Proeflokaal (Tasting Room)

The tasting room owes its name to the old building in which the monks tested La Trappe Trappist ales for aroma, flavour, clarity and quality. Enjoy the stylish catering facility surrounded by beautiful gardens, where visitors can have a delicious lunch and fine Trappist beers. Important Trappist values such as 'attention' and 'dedication' are also reflected in the dishes, prepared with carefully selected and organic regional products.

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Belgisch Biercafé:

The best Belgian specialty beers and original Belgian cuisine. Imagine yourself in Belgium with its cozy cafes and restaurants



Kateriana



Went to this place on a sad rainy day in July and received nice boost of energy and warmth, our mood was improved by 100%. Great selection of beers, nice decor and our main dish was super tasty. Highly recommend!



Dean



Fantastic food. Cooked how it should be. Crunchy vegetables, tender meat and a delicious sauce.

Patrick



Nice bar with lots of special beers and all other kind of (alcoholic) drinks. Also a perfect location to eat and to drink. You will be served by the owner and his wife personally! Good place!

32 *Craft beer is hip right now. There are so many different beers that you easily lose count. If you do start thinking about what the best specialty beers are, you often end up with the Belgian beers. Orval, La Chouffe, Rochefort. Classics that will never get boring. And these are exactly the beers you can find at the Belgian Beer Café Eindhoven. In total there are 41 Belgian beers on tap and 250 bottled, so you can enjoy the Belgian classics again in an old-fashioned way between all those hoppy IPAs and dark stouts. And with the Belgian cuisine (there is even Ghent stew served here), you really feel like you are in Belgium. So enjoy tasting!*

HOWDO
BEER



EINDHOVEN

Het
Borrel
uur



... Uw gezellige slijterij ...



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HOWDO
FROM
BRABANT
BEER

Available at
Slijterij Het Borreluur
Hurksestraat 44 - Eindhoven



Mout Bierfestival returns to Ketelhuisplein, Eindhoven

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Mout Bierfestival returns to Ketelhuisplein in Eindhoven. With over 200 special beers, several attending local and international craft beer breweries, live music, activities and beer workshops, Mout Bierfestival is a perfect opportunity to widen your beer-horizon.

Every craft beer brewery has its very own draught taps and also offers several specials. In addition, there is a bar with over a hundred canned beers from all over the world. Visitors can hang around in living rooms, created by world-known breweries Lagunitas and Mikkeller, and participate in one of the several beer workshops by international beer sommelier Arvid Bergström.

Do you want some music? Expect a broad selection of boogie, rockabilly and funk music, played by both local and international bands. In the meantime, the Platenbus plays the best music from the 30s until the 80s on vinyl. Music to relax on, have a drink or dance on in the evening.

With tasting special beers, good food is necessary to taste everything. There are bites and snacks, but also burgers, fries, and everything from the barbecue, both with meat and vega(n). That's what we like!



Photography: Elske Nissen

Mout Bierfestival Eindhoven
23, 24, 25 September 2022
Ketelhuisplein, Eindhoven
Tickets: www.moutbierfestival.nl

BEERZE

BOLD. BRAVE. BEER.

Enjoy a beer from this local, family brewery from Vessem, near Eindhoven. Stop by the brewery and learn more about their 300-year-old brewing history. Beerze is available at your favorite pub, in the supermarket and online.

BEERZE BREWERY - JAN SMULDERSSTRAAT 24A - VESSEM - BEERZE.COM

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VAN MOLL BAR

EINDHOVEN
KEIZERSGRACHT 16A

DISCOVER NEW BEERS

Our Van Moll Brewpub is the place to be when you're looking for surprising beers, a good ambiance, music, events and games. We serve, fresh from draft, 12 Van Moll beers and 12 guest beers from the most special brewers. We also have many canned and bottled beers. Guaranteed for every taste!

Keizersgracht 16A, 5611 GD Eindhoven



Herberg Oud Eindhoven: Life is a lot better with beer & bitterballen.

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The current building at Stratumseind 63 was built in 1885 as a residence. In 1929 the owner, Jan Booms, received a permit to convert the building into a café. From 1934 a café and hotel was run in the building under the name 'Hotel Stadt Wien'.

In 1952 the property was sold to Eindhoven Municipality, as they needed it for the implementation of a city plan, which eventually was canceled.å

January 1957 'Jantje' van der Heijden moved into the building at Stratumseind 63. He called his business Hotel-Café 'Herberg Oud Eindhoven'. Until then he had been the owner of the café Oud Eindhoven on the Markt and took the familiar name with him to the Stratumseind. The Van der Heijden family ran the café from 1957 to 2003.

We, Jochem & Yvette, are now the proud owners of this beautiful café with a rich history and a fantastic future. We are the hosts, always personally present, and welcome all our guests with the motto "Life is a lot better with beer & bitterballen".

Our range includes 40 beautiful bottled specialty beers and always 10 delicious draft beers. For example, we always have Koninck Bolleke, Tripel Karmeliet, and Leffe Blond and in the winter of course the delicious Gouden Carolus Whiskey Infused from the barrel!

When the weather is right we have a cozy terrace where you can enjoy the sun with a drink in a comfortable chair.

We hope to welcome you here often while enjoying fine specialty beers and delicious snacks. We are open from Thursday to Monday from 12:00 to 24:00.



4.7 out of 5.0

Tracy:

What a 'hidden gem' in Eindhoven 😊

Ettol:

A really cozy pub where the owners still pay attention to you

Michel:

Nice location. The customer really is king there. They play beautiful old nostalgic music there. Top...

Carolyn:

Amazing selection of beers, owner super friendly, chilled friendly atmosphere during the day; perfect for relaxing the day away.

Dean:

Fantastic bar in Eindhoven serving typical Dutch fried snacks to have with some nice beers. Very nice friendly owner and staff 😊

Paul:

Don't miss out on this little gem. What a selection of beers and very welcoming by all staff. I cannot recommend this bar highly enough, the owner is very proud of his huge selection of craft beers and his dedication to quality is second to none

Restaurant VensZ: eat, drink, chill, repeat



Recently, the name of the well-known restaurant KIP 040 has been changed to “VensZ” Owner Nathalie van de Ven: ‘Because I, and many people around me, eat less meat and I like to contribute to a healthy society, I chose to change the concept and menu. .



On the new menu you will find the chicken runners such as ‘kipsalon’, piri piri and rendang, because they will remain of course. In addition, the menu has been expanded with fish, meat, vegetarian and vegan dishes.



VensZ
EAT DRINK CHILL REPEAT
www.vensz.nl
Tel 040-2984000

If you want to combine your dish with a matching wine or special beer, we are happy to advise you.

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Volksuniversiteit
REGIO **Eindhoven**

grenzeloos leren

Limitless
learning at
Volksuniversiteit
regio **Eindhoven**

Check out our website and get inspired!

- Life is short. Do stuff that matters. Learn Dutch. Two Dutch courses level one will start in October. The morning course starts on Monday, Oct, 10 at 9.30 AM. The evening course starts on Tuesday, Oct, 11 at 7 PM.
- Enjoy the most beautiful language in the world: English (level 2) for foreigners. Start: Mon, Sept, 19, 25 lessons
- Experience a work of art and be amazed again: Looking at art. One-off workshop on Tuesday, Nov 1.
- Meet British poet Carol Ann Duffy, and share ideas about poetry: Poetry Circle. Start: Tuesday, Nov, 2, 4 lessons.
- Become a lifesaver: CPR and Automated External Defibrillator (AED). Start: Thursday, Nov, 3, 2 lessons.

Do you need more information? Call: 040-7820810 (Mon-Thu 10.00-12.30) or email us: info@vu-eindhoven.nl, or visit: www.vu-eindhoven.nl



Pushing our comfort zone boundaries *increases our resilience*

Comfort zone is a psychological state in which one feels safe and at ease. Pushing our comfort zone's boundaries helps us increase our resilience.

There is a lot going on in our minds and bodies when we decide to take up a physical or mental challenging activity. We deal with fears and possible physical barriers, and we need to push through and get to our "second breath" before we can continue; but once we did it, our sense of satisfaction (and release of dopamine) is incredibly enhanced.

Living in another country, learning a new language, taking up a new job, joining a competition, etc. are all activities which require getting out of our comfort zone, and which will help us redefine the boundaries within which we feel safe and at ease.

Taking up challenges which pushes us out of comfort zone, in a safe and guided way, helps us increase our resilience and can-do attitude.



This summer holiday, letting go of being in control and not having my feet on the ground was my biggest challenge, and my way of getting out of my physical and mental comfort zone. My 3 children and my hubby looked like squirrels in the trees; I felt more like mama bear in the trees, but I still did it; and it felt amazing at the end!! A week later I was still feeling some sort of muscle pain; but my "can-do" attitude was increased!

As a coach I encourage my clients to take small steps out of their comfort zone, so that they can increase their resilience, discover new inner resources and new perspectives which will help them achieve their goals. Comfort zone is a mental boundary which we can challenge and redefine!



Ralu Nistor-Lustermans, is the founder of ERNL, a business consultancy and coaching company, that works with organisations and individuals who want to challenge the status quo and discover new perspectives to transform their results.

Ralu is a seasoned international internal auditor, trained in business coaching, NLP, applied neuroscience and positive psychology. More about Ralu and ERNL at: www.er-nl.com

Going through transformation and you need support, reach out: ralu@er-nl.com

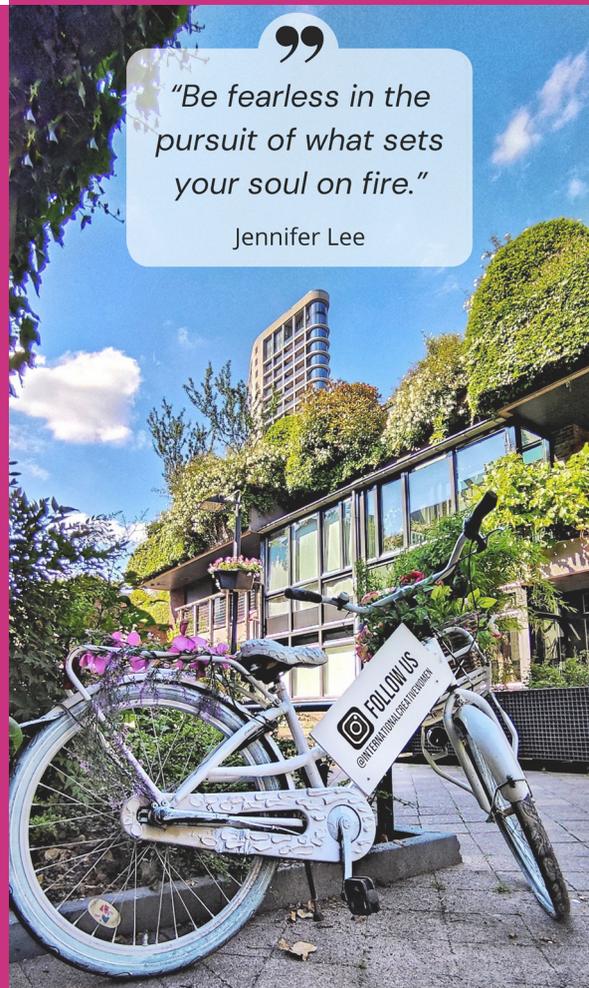
Attitude, the key to SUCCESS and achievable results.

Attitude is everything in life, especially if you want to start your own business and want to run it successfully, you will always need the right attitude. If you wish to become a female entrepreneur or you are already one, you have to keep in mind that attitude is the key to success.

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As a female entrepreneur you may end up wondering what the right attitude is and what you need in order to be successful in your business. Let's start by defining *attitude*. Attitude is *a position assumed for a specific purpose* (Merriam-Webster, 2022) and it is also *behaving in a way that is caused by a feeling or opinion about something or someone* (Cambridge Dictionary, 2022). This being said, it is important to realize that when you run your own business you need the right attitude, this is the attitude of an entrepreneur.

The way how an entrepreneur approaches the business's challenges has a direct effect on its success, especially because the major asset of a business is the entrepreneur herself. This is why it is very important for



”

“Be fearless in the pursuit of what sets your soul on fire.”

Jennifer Lee

entrepreneurs to find out which correlated attitudes will help them to achieve their goals.

First, we will mention flexibility and reliability. These attitudes are essential. The ability to modify the way you run your business or how you usually solve a problem, will open the door to many possibilities. The attitude of flexibility helps you to keep an open mind, making it easier to look for solutions when your business is not running in a desirable way. It also helps you to relate more effectively to your clients and their needs, allowing you to show them that you are also reliable when you put effort into ensuring the delivery of your products or services in the way is needed by your clients. A happy customer is what makes a business stand.



As an entrepreneur you must also have confidence and determination. You have to rely on yourself and believe in your ability to face difficult tasks or complicated situations. Confidence will help you to be more determined, which is another attitude that an entrepreneur needs. Determination will allow you to have a firm purpose, to be goal oriented and to take defined decisions. Being in charge of your business with confidence and determination will give you the strength to tackle any task or problem along the way.

At last but not least, passion and creativity, which are essential attitudes to grow a business. Passion is

the force that drives entrepreneurs, it makes them move fast, take risks and to stand behind their products, services and ideas. Passion is also the fuel of creativity. As an entrepreneur you must be always open to innovation, the creation of something new and the constant use of your imagination. Entrepreneurs must continuously challenge themselves to turn their products or services into something distinctive and better.

All of these correlated attitudes are keys to business building and growing. Most importantly, at International Creative Women we believe that you must always make sure that you are authentic to yourself and to your customers. Show them that you love your business, your products and that you stand behind what you do, because at the end of the day, this will bring you many more smiles and that is something we can't put a price tag on.

Gabriela Ley

Volunteer at International Creative Women.

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Living In the Netherlands and Not Knowing How to Ride A Bike

Patat, Paraplu, Piazza & PSV

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As much as the Netherlands is famous for Amsterdam canals, it's equally known for its cycling culture. Cycling is the primary mode of transport for 36% of the Dutch population.

Excellent cycling infrastructure such as cycle paths, tracks, safe intersections, and ample bicycle parking is pivotal in enabling this sustainable promoting habit. It's notable that in 1940, the Dutch, owned four million cycles when the population was eight million.

However, after the second world war, the pendulum swung towards using cars as a chief means of transport. Unfortunately, the number of child fatalities in road traffic accidents provoked a protest, 'Stop de Kindermoord'. As a consequence of this and other timely factors such as oil shortages turned government policies around. The geography of the Netherlands (a cool and relatively flat country),

public policy, roadway planning along with apt training attracted the Dutch to cycling. The Dutch schools train their children to gain a cycling diploma about the time before they enter secondary school. Thus a combination of factors helped the Netherlands embrace cycling. This reminds me of a personal story of one of my teammates, Irem Janssen, which she documented and was published as a feature story on Eindhoven News.

Irem reminisces, "In a controllers' conference, I met this handsome and charming Dutchman, whom I couldn't get out of my mind ever since. Yes, a love story brought me to this lovely, bike-loving country. I moved to the Netherlands 14 years ago as an expat. I am a finance professional, and now, I live in Eindhoven with my husband, who stole my heart at that conference. Apart from my full-time job, I work as a volunteer writer at Eindhoven News".

I grew up in a hilly city, in an apartment in the middle of a city centre. Where I grew up, bikes are toys for kids. I also used to have one, a flashy red

bike with three wheels, which I inherited from my elder sister. I followed her footsteps and stopped using it for around seven years. As part of a tradition, it was handed down to a 4-year-old relative. There were boys riding bikes with two wheels. But everybody knew that they would enjoy it only until the age of fifteen.

Cycling is not encouraged much in my home city. The reason could be wild driving habits and less organised traffic. Therefore letting a child ride a bike in running traffic is out of the question for a mother unless she is a huge risk-taker. If you are a girl, you will not switch to a two-wheel bike anyways. If you are a boy and if you love your mother, then you would say goodbye to your bike when you hit fifteen or so because you never rode it in the traffic until then. Also, proof that you are not a small kid anymore.

There was no way my mother could know the terror of humiliation I would experience in the Netherlands at the age of 30. Imagine me on an adult bike, totally stiff. My husband is holding the seat, giving instructions about keeping my balance. Every second he loosens his hands, I lean to one of the sides, not able to use my hands or legs in an efficient manner. It looks like I am frozen together with the bike. It's too big of a "test of trust" in a marriage. Let's be honest; I am not five years old, and he is not my father.

Meanwhile, neighbourhood kids pass by on their bikes, riding like the wind and laughing at me. One of them teases: "You are missing the orange flag, hahaha". (A safety flag, used by children to ensure visibility)

When I was fully convinced that learning to ride a bike at the age of 30 is mission impossible, I suggested buying an adult bike with three wheels. I was very excited. This would solve my problem. I no longer have to be left behind on family biking tours; I could enjoy nature and fresh air. However, my step-kids were very clear that they would not prefer

to bike next to me. A not-so-cool stepmother was their nightmare though they were polite to not voice that out. My husband was not ready to give up yet. As a true Dutch, he loves outdoor activities; he has multiple bikes in the garage. And he thinks that it is ridiculous to take the car to places where you can easily bike.

During a gathering, our dear neighbour volunteered to end this frustration. He agreed to teach me how to ride a bike on a relatively quiet road. I was using my stepson's bike. A smaller one on which I can quickly put my feet back on the ground to feel safe.

Twelve years on, I still can't let my right hand free and sign that I am turning right. I still panic when I have to pass other bikers on a bridge, but I certainly enjoy biking.

For your daily news
in English

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About

Beena Arunraj is the editor-in-chief and director of Eindhoven News. She is a freelance writer, creates powerful web content and inks brand campaigns for her living. The most important principle in her life is «equality and fairness» so, a natural fit in the Netherlands.

Radio 4 Brainport:

The international sound on your radio dial

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“Getting you in touch”. That slogan reflects what Radio 4 Brainport aims for in its programs and in its many podcasts. Of course, the station regularly features opinion leaders, innovators, inventors, designers, student teams as well as cultural organizations in the Eindhoven region. Yet, there are many more aspects to expat life. Finding your way in the Eindhoven region and in the Netherlands also means that you need to find your social setting. That is even more important if you come as a spouse and do not (yet) have a job.

When internationals come to the Netherlands, they face a number of challenges. Many of these can be solved with the help of employers or by the university. Still, we often hear that it helps to share experiences, not only to get professional advice and support. In fact, many websites explain the formalities of getting a driver’s license or of filling out tax returns. However, these miss the personal experiences and personal stories that are important to see whether your struggles are typical ones or that others have found effective ways to handle these.



Radio 4 Brainport’s program manager
Jean-Paul Linnartz

How did others find appropriate housing? Will you join a sports club with mainly other internationals, or do you intentionally choose for one with mainly Dutch participants. Would it help you to know how to cheer in Dutch? Sometimes listeners give very consistent answers, but sometimes their opinions differ wildly: Radio 4 Brainport asked dozens of people whether they speak a little Dutch. As not only the internationals but also the locals here seem to speak English well, learning Dutch may not be a priority. A particularly interesting personal story was from a person for whom mastering the local language was essential to really feel at home. He even made it his daily exercise to try to keep a waitress, or a person behind the counter to continue to talk in Dutch as long as possible and not to switch to English after hearing him struggle in Dutch. For every extra sentence a local would stay talking in Dutch, he gave himself one point for improving his non-native Dutch. Others confirm that English works perfectly at work to discuss professional topics, but that you may miss subtleties and emotions among non-native English speakers.

A “whistle of one cent”

Radio 4 Brainport gives the floor to experiences in expat life and likes to present a variety of styles of living. Programs are in English. The station does not feature Dutch courses like many excellent organizations do that by teaching in a personalized way. But hearing firsthand how other internationals handle the local language adds another dimension. Nonetheless, language expert Bart Bruijnen presents recurring items explaining Dutch expressions. It might help to know a little Dutch when you hear a colleague admit that it was a “whistle of one cent”. Don’t be misled if your buddy in a contest throws the hat at it. Beware of the false friends, as there are many words that sound the same in English and in Dutch, but have a different meaning. In Dutch, a smartlap does not mean a smart laboratory. Brand



Language expert Bart Bruijnen

slang does not refer to a buss word from corporate marketing, but can be Dutch for a water hose. In fact, Bart has an amazingly long list of examples that are insightful and often are funny as well. On the radio you hear these one by one.

Radio 4 Brainport is a station for internationals and by internationals. In fact, the station welcomes internationals to join in making programs or in helping with the technical aspects.

The programs can be heard on DAB+, via 747 AM and as an Internet stream via radio4brainport.org. Yet, many of the interviews are also put online as podcasts. In fact, program manager Jean-Paul Linnartz likes a way of working in which a radio interview, a podcast and a short news clip are recorded all at the same time. Feell free to contact Jean-Paul Linnartz at info@radio4brainport.org if you are a podcaster, a DJ, a musician, a storyteller or a language expert who likes to go on air.



9 surprising tips about Brabant for design lovers

Want a unique insight into the world of design? North Brabant is somewhere you can really indulge. Enjoy fantastic events, interesting museums and numerous unique locations where you can meet the creators face to face, or even get creative yourself. You cannot get any closer to design! We take a look at nine fantastic design events and locations.

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■ DESIGN EVENTS

You'll find the coolest design events in Brabant. Find out all about Dutch Design Week and GLOW in Eindhoven and BredaPhoto in Breda!

1. DUTCH DESIGN WEEK – GET SET!

22 to 30 Oct. 2022



Photography: Sjoerd Eijkmans

From 22 to 30 October 2022, Dutch Design Week, the largest design event in Northern Europe, will be

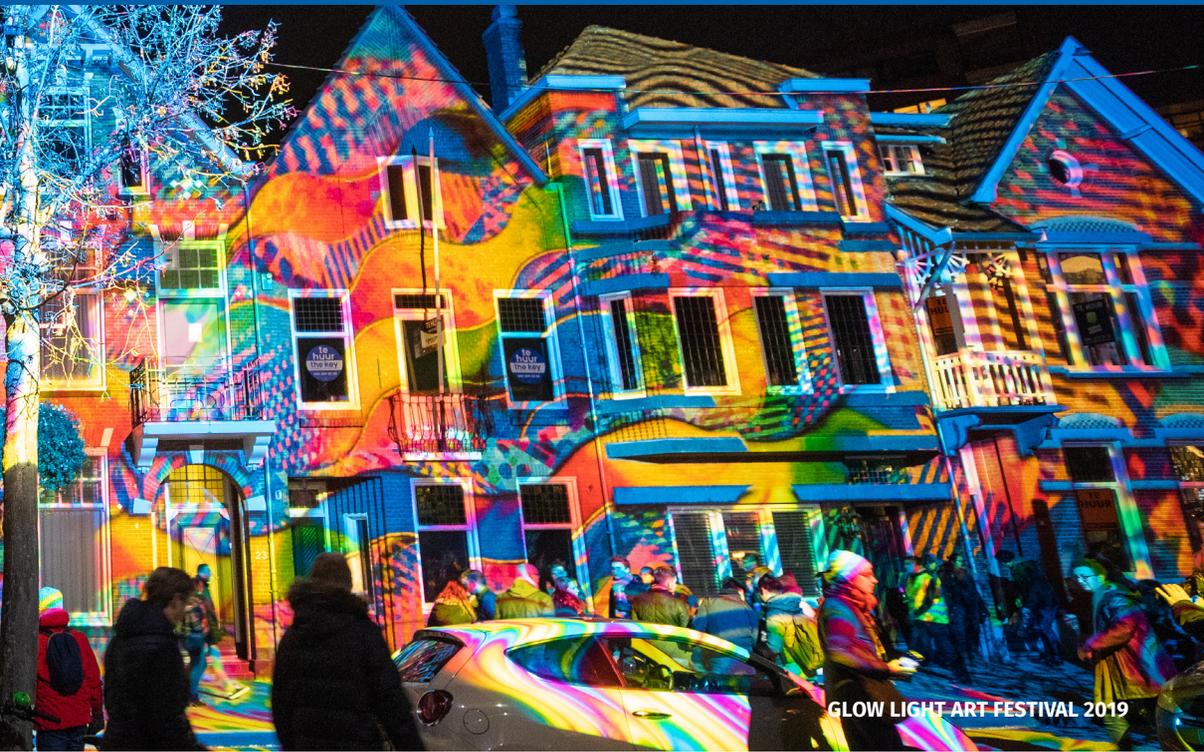


taking place in Eindhoven. This is an annual, nine-day event during which more than 2600 designers introduce their work and concepts to more than 350,000 local and international visitors. The event gives visitors the opportunity to admire all manner of aspects of design, with a particular focus on experimentation, innovation and crossovers. This year's topic is 'Get Set!', indicating a shift in mentality from preparation to action. Be surprised!

2. BREDAPHOTO – THEATRE OF DREAMS

8 Sep. to 25 Oct. 2022

Large, experimental, versatile and innovative... that's BredaPhoto! The largest photographic exhibition in Benelux takes place between 8 September and 25 October 2022 in the centre of Breda. Bredaphoto is a biennial event, introducing visitors to new works by more than 50 international photographers at indoor and outdoor locations throughout the city. This year's edition is entitled 'Theatre of Dreams' and is about hope, change and proposals for a new view of the world.



3. GLOW LIGHT ART FESTIVAL – URBAN SKIN

12 to 19 Nov. 2022

GLOW is a free light art festival held in the centre of Eindhoven and showcases some 35 national and international light artists. Light art projects are interconnected by footpaths. This year's theme is 'Urban Skin' – urban because the city and its residents are involved in the event, and skin because the theme invites visitors to see the city as a moving object that GLOW bedecks and shrouds in its light art.

■ DESIGN EXPERIENCES

These locations will completely immerse you in a world of art, design and creativity: discover four unique design experiences in Brabant!

4. RETROFUTURE IN THE EVOLUON

The iconic location 'Evoluon' in Eindhoven has finally been reopened to the public and will host the RetroFuture exhibition from 24 September. It's a spectacular setting that guides visitors through design, art, science and film into a world of future thinkers, dreamers and artists. Step into ten tunnels



full of fiction and fact that have helped to shape our future. The four 'rings' of the Evuon feature 3000 m² of exhibition. You can even enjoy a real time-machine journey with the VR time machine.

5. DOLORIS' META MAZE

Step into the wonderful world of Doloris' Meta Maze in Tilburg, the largest art maze in the world! With more than 40 rooms full of mysterious art objects and hidden passageways, it's a truly unique experience! As soon as you enter the Meta Maze, your senses will become alert and stimulated. After all those impressions, Doloris' Rooftop is the place to recover with a snack and a drink, plus a view of Tilburg's Spoorzone.

6. RIETVELD SAFARI

One of the greatest Dutch architects of the last century is Gerrit Rietveld. In the 1950s, he designed several unique objects in the green village of Bergeijk: a clock, a shelter, two houses and his only industrial work 'De Ploeg weaving mill'. You won't encounter any wild animals on the Rietveld Safari, but you will discover the most beautiful designs by Gerrit Rietveld and Mien Ruys, one of the most important garden architects of the 20th century. This guided tour can be booked from 1 April to 1 October. The Rietveldhuis Tour is also highly recommended if you'd like to discover more about Rietveld's heritage. The tour departs on the first Friday of every month from Rijksmonument de Ploeg.

■ GET INTO DESIGN YOURSELF...

Glance over the shoulders of real artists and creators or get creative yourself. Discover TextielLab Tilburg, Het Schoenenkwartier in Waalwijk and Sundaymorning@ekwc in Oisterwijk!

7. TEXTILE LAB TILBURG

The TextielLab is the beating heart of the TextielMuseum in Tilburg. It's the place where craft, design and art come together. Come and join in



and create an innovative product yourself under the guidance of experts, from weaving and knitting to embroidery, tufting and laser cutting. There are a number of traditional and high-tech machines so that you can experiment with different techniques. Or simply watch designers work on their own creations.

8. HET SCHOENENKWARTIER

Discover the past history and the future of shoes and leather in the Schoenenkwartier (shoe quarter). This museum, knowledge centre and creative lab is located in the west wing of the restored Kropholler complex in Waalwijk, near Tilburg. In the creative labs, craftsmen are paired with young designers who work creatively with old and new techniques. The museum boasts exhibits of hundreds of shoes, as well as other materials and equipment from the shoemaking industry. Revolving exhibitions offer new surprises every time you visit!

9. SUNDAYMORNING@EKWC

Oisterwijk is home to the world's most famous knowledge and development centre for ceramics – Sundaymorning@ekwc. International artists, designers and architects live here temporarily to experiment with ceramics 24 hours a day. And you are welcome to visit and watch! The artists' quarters, the workshop with large kilns and an ongoing exhibition – it's a unique place to visit, close to Tilburg!

DISCOVER EVEN MORE DESIGN...

Brabant boasts numerous museums with fantastic collections of art and design. For example..

Design Museum Den Bosch, Stedelijk Museum Breda, Van Abbemuseum, Het Noordbrabants Museum and many more.

Check visitbrabant.com for more inspiration.

Brabant. Closer to you.

MaxOlive: Best tapenaderie in Eindhoven!

With more than 40 varieties of olives and fresh, homemade tapenades, MaxOlive is the right address for gourmets. Be surprised by the unforgettable flavors of Turkey, Greece, Morocco, Spain and Italy.



An essential part of the delicacy: the tastiest olives from MaxOlive. Selected especially for you and kept cool. Pure nature, without fragrances, colors and flavors. And also very healthy, because they are rich in vitamins, minerals and unsaturated fat acids.



MaxOlive also has a nice collection of special vinegars and oils; from balsamic to orange vinegar, from garlic to cholesterol-free oil. For tapping into glass bottles yourself. Also nice as a gift!



You will find the tastiest tapenades, olives and snacks of high quality at MaxOlive. There is an extensive range and you can taste everything. So you always have plenty of choice to pamper your guests or yourself.

Owner Maksut and his friendly staff are happy to help. The enthusiastic reactions from customers and our readers make MaxOlive the best tapenaderie in Eindhoven!

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Catering

Do you have a garden, neighborhood or staff party, wedding, anniversary, opening or are you organizing a lunch, brunch or dinner? Do you want to spoil your guests and take care of the catering down to the last detail? Then you came to the right place at MaxOlive, both private and business. From hot to cold buffets for a fully catered party. We ensure that your special occasion is a great and above all a tasty success.



For more information and options, you can reach us at Tel. 06-53381883
Also available in AH XL Limburglaan 2 on Wednesday, Thursday, Friday,
Saturday and Sunday.



5 times a culinary-trip

Jessie is foodblogger on her platform Brunchchick, born and raised in Eindhoven and a foodlover in heart and soul. She reviews (food)hotspots and she loves to write about food all day and all night, a true passion of hers. From Dutch fries to fine dining and everything in between, she loves it all. Every day Jessie shares, with a lot of passion and love for the restaurant industry, her favorite breakfast-, brunch-, lunch-, and dinner hotspots in town with you.

“When I was a little girl, I already preferred the cuisines of different countries over the Dutch cuisine. I would rather choose a nice Italian pasta or a plate of spicy Indonesian food, than a Dutch meal. In this article, I will take you on a culinary-trip, without having to travel. All restaurants are located in our burgundian town Eindhoven.

Le Cozy

At restaurant Le Cozy, located at the ‘Kleine Berg’, you really imagine yourself sipping on a glass of French wine on a bistro terrace somewhere in Paris. The interior just breathes French vibes. Let owner Robin surprise you with a table filled with classic French dishes of his choice and pair these with an exquisite wine selection. All dishes have been prepared with a lot of love and down to the last detail by chef Frans and his kitchen team. Treat yourself and your loved ones to the famous Sardines La Perle Des Dieux and a portion of oysters. Followed by the steak tartare, paté de foie de canard or a chateaubriand. And everything is made from scratch! Le Cozy just gets it.

Lucie Cocina

Indulge yourself from morning ‘till evening in the wonderful Spanish cuisine at gastro bar Lucie Cocina, situated in the coziest street of Eindhoven. When you enter Lucie Cocina, you will find yourself in Spain right away. You’re welcomed by the cozy atmosphere, authentic interior and the Spanish aroma’s.

Have a little taste of the homemade iberico croquettes, the pulpo with red mole, artichoke and chorizo oil or the tuna tataki with avocado and salmon caviar. And these dishes, all made with love, are being prepared right in front of you at the bar. Ready to take a food-trip to authentic Spain?

Jessie’s recommendation: go for shared dining à la Lucie! Because Lucie makes choosing between all the wonderful dishes on the menu the hardest job in the world.



trip around the world!

Trattoria Manca

Looking for a little bit of Italy in Eindhoven? I definitely found it at Trattoria Manca, just a few minutes walk from the city center. When I sit down at Trattoria Manca, I feel like I'm in Italy, one of my favorite vacation destinations. Pull up a chair for a culinary trip to the real and authentic Italy. From burrata pomodorini to tartare di tonno and from spaghetti gamberi to homemade tiramisu with limoncello. Or if you prefer a taglière misto, they serve it all. And you can wake me up for their specialty dish: Pasta Manca! A delicious and creamy pasta with Pecorino cheese and fresh (white) truffle. Combine this pasta with a smooth white wine, that owner Jessica will advise you, and your dinner is complete.

Indonesian Warung

Indonesian cuisine is by far my favorite. I'm from an Indonesian family where food and eating food together is a big part of our culture. And because of that, I am very critical when it comes to Indonesian cuisine in general. For a plate of authentic Indonesian food, I pull up a chair at my favorite: Indonesian Warung in Down Town Gourmet Market. Owner Patrick serves the best Indonesian comfort food with lots of spices and fresh ingredients. From a full rice table to soto ayam and from nasi rames to gado gado. Spicy and made with love, just the way I like my Indonesian food.

Don't feel like leaving the house? Owner Patrick will bring your Indonesian rice table right to your doorstep. If that isn't service?!

El Puente

And last, but definitely not least, the culinary-trip of Eindhoven itself: El Puente! Ready for a night filled with explosions of taste? At the end of Stratumseind, right in the city centre, you will find the beautiful restaurant El Puente. With an outdoor terrace right next to the Dommel and a view overlooking the Van Abbemuseum, you can escape the busy city of Eindhoven for a little bit. Unwind and relax and go on a fine dining trip from Cuba to Japan and from Morocco to Indonesia. And finish your trip with a big bang in The Netherlands.

Which of the 5 restaurants is on your where-to-eat-list?

***Lots of foodie-love,
Jessie***



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The Ardent Swarm: A Modern Metaphor

Book Review by Rebekah Villon

Yamen Manai's *The Ardent Swarm* is a parable about faith and freedom, about the forces that undermine democracy and the slender threads of hope for a better tomorrow. The story takes place in a mythical but all-too-familiar North African country, with a fast and growing gulf between rich and poor, contemporary and traditional, and the different ways of understanding faith and religion.

In the novel, solitary beekeeper Sidi lives outside a remote village, where he tends his bees with devotion and single-minded attention. When his hives are threatened, he has to undertake a journey to find the source of the threat, and then to find a solution. Along the way, he comes face-to-face with sudden and dramatic changes in his village and his

country, as the nation falls under the sway of religious fundamentalism.

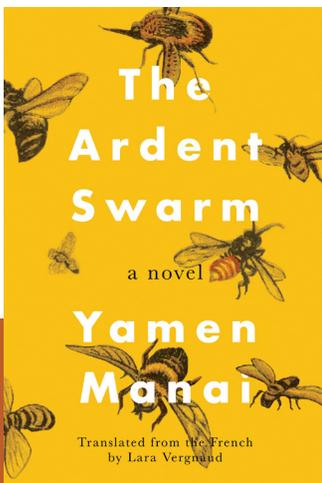
“After the revolution, the time had come for democracy and journalism, but what came was an endless media debate in which politicians blamed one another for all that ailed the country.”

Manai is a Tunisian writer, and this story is talking about the possibilities and realities of North Africa after the Arab Spring: how the overthrow of one kind of authoritarianism gave rise to another, riding on the fragile promises of democracy and equality. He is

also, of course, writing about poverty and inequality, about the kinds of desperate choices people make. And he is writing about nature, and the threats we all face from climate emergency. In an interview in Literary Hub, Manai says:

“The most important thing is not the war between us - between the right wing, the left wing, the progressives against the nationalists and all those things - but our main concern should be our home, the bees, the nature around us. And those things are really in danger. We are struggling for things without real meaning while our home is burning.”

The Ardent Swarm is not a long book, in a good way; because it's a kind of allegory or parable, it doesn't need to be too long. In fact, the omission of unnecessary backstory and details contributes to the story. Because the place and the time and the people are meant to be symbolic, with a story that could be taking place anywhere, Manai smartly paints vivid character portraits, while leaving the background generic and indistinct. We come to care deeply about these characters, while understanding little about their lives and histories.



This approach also deepens the core message of the book: this could happen anywhere, to anyone.

I appreciated the thoughtful portrait of Sidi, a character with a rich inner life and a deep, quiet love of nature. I also enjoyed the part of the book where two North African characters visit Japan, and marvel at all the cultural differences. The mention of how the different cultures perceive time and punctuality is both accurate and gently humorous, and the section adds some lightness to the book.

There are times when the messaging in The Ardent Swarm is a bit heavy-handed and obvious, with a preachy note about democracy, environmentalism, and fundamentalism. I'm not sure this emphasis is necessary: it often seems like a person can't do anything anywhere without being reminded of the various crises before us, and the ensuing feelings of frustration and helplessness.

“The taste of honey would become a mere memory that the Nawis would conceal from their children, ashamed of their inability to preserve the marvels of this world for them.”

However, the “preachist” moments are rare, and the book remains highly readable and engaging. In fact, despite the fact that it's a story with a moral, I was surprised at how much I came to care about the characters in such a short time, and was glad that the book ended on a hopeful note.

5 Tips

that will help you to start

the new school year



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The new school year is just started and it is important to reorganize your family life in favor of the upcoming period. We must design plans, strategies, rules, and study habits to have excellent results.

It is true that all the above, together with defining expectations, priorities, and routines, helps a lot. It is extremely important that as parents we commit ourselves to effectively accompany our children's learning process.



The organization Waterford.org, which aims to help children achieve success through access to education, argues that parental involvement in the educational process is an important factor in achieving goals in the school year. Thinking about how to help parents in this, we bring you 5 tips of easy practice in this process.

- 1 Make a Diagnosis:** The objective is to find the academic strengths and weaknesses that set them apart and analyze their causes. It is key to look for several explanations and, together, define measures to overcome them. This is a task that involves the whole family.
- 2 Set goals:** Ask children what they would like to learn this year and what they would like to go deeper into. Together you will identify new interests and it will be easier to follow up on their development.
- 3 Make a plan:** Set goals, design strategies and timelines to achieve them, trying to establish a rhythm of work in order not to leave everything to the last minute.



4 Set schedules: It is super important to create routines. It is very important to have clear schedules for resting, studying, playing and eating, we must communicate them to the children, it is important to make them participate in this.

5 Make an agenda: Have a personal diary with the children's class schedules and homework, with their respective due dates. You can also keep a list of the subjects seen and the school timetable, including dates for meetings and celebrations. We can teach our children to keep a diary.

Remember to involve the children in the whole process of the new school year, check in detail the clothes they are going to use this new year and that they are complete, as well as the school supplies. It is key to organize the academic materials used the previous year (bags, shoes, tablet), to know which are in good condition and can continue to be used if they wish.

Children are accustomed to the holiday schedule, so it is important that just before school starts, it can be one or two weeks before the start of the school year, to get back to sleep schedules that are in line with the study season. This will make it easier to cope with the change of routine and

ensure maximum performance from the first days of school.

For new parents arriving in the city and for our children facing a new school, it is important to establish channels of communication with the school and teachers. Before doing so, you and your children can check the school's institutional rules and read the handbook of coexistence and be part of the Facebook groups where you can ask questions. It would be ideal to know the expectations of the teachers and their teaching style.

Finally, do not forget to schedule visits to museums and libraries during the year, where you can complement what you have seen in class and the topics that interest them, acquire educational material, educational board games that allow you to awaken the interest in knowledge of the children and also serve to have those spaces as a family. If you would like to have some of the handouts we have produced to help you in the new school year, please go to our website and download them.

We wish you all the best for the new year and hope you will put our tips into practice.

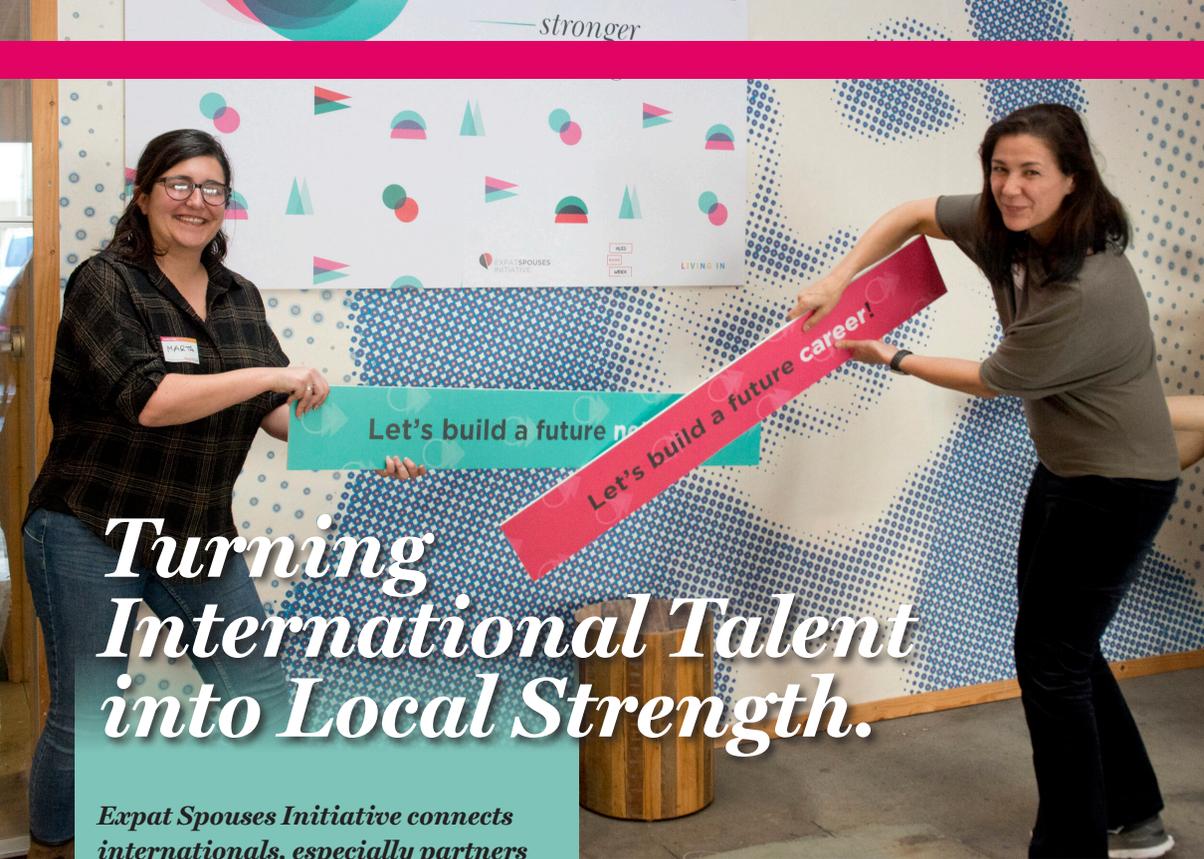


Silvia Ardila

Expat Kids in Eindhoven

To know more about us visit

www.silviaardilalovebygrace.com and check our Facebook Expat kids inEindhoven or send an email to expatkidsineindhoven@gmail.com



Turning International Talent into Local Strength.

Expat Spouses Initiative connects internationals, especially partners or spouses of international workers in the region, with local career opportunities, in a bottom-up community-driven way. We are now the most prominent network in the Brainport Eindhoven region, with more than 2500 local international professionals and around 1000 professionals across the Netherlands.

Fast-tracking Local Talent to Local Opportunities

Brabant is the undisputed hub of technology and design of the Netherlands. With a wide range of multinational and start-ups firms like Philips and ASML calling the region home, highly-skilled internationals and Dutch alike flock here seeking opportunities. But desirable skills alone aren't enough to ensure they can successfully enter the labor market. Marta Martínez knows how difficult it can be, but with the Expat Spouses Initiative's TALENT100 program, she was market ready and employed within five months!

Finding a Career that Makes a Difference

Marta moved to Eindhoven in January 2022 when much of the country was still in lockdown. She is a physicist originally from Spain with a PhD in applied chemistry specializing in nanomaterials. Despite coming from the academic world, Marta wanted to pursue something different. *"Before coming here, I worked in the academic field. And I was sure that I wanted to move to a company."*

What Marta really wanted to do is transform her career into one that improves society through ground-breaking biomedical technology. *"In academia, it's pretty infrequent that your studies reach society. Now I want to do something that arrives to the market, the customer."* The question was: 'how?' Enter the Expat Spouses Initiative's TALENT100 program.

Getting Market Ready with TALENT100

The TALENT100 program, designed by the Expat Spouses Initiative (ESI), is a collaboration with two other Brabant organizations: **Huis naar Werk** and the

LivingIn program of the Holland Expat Center South. Its goal is to integrate local international professionals into the local labor market.

During a 12-week intensive program the participants or Talents are assigned to one of two tracks. Then, they are guided through a series of workshops from career coaching, personal branding to CV writing to get them market ready before being introduced to potential employers through an organized outreach campaign and networking opportunities, including the TALENT100 LIVE recruitment event. Some of the Talents are also paired with a mentor or Ambassador, who is an established local professional in a similar field, who supports them throughout the entire process.

Marta heard about the program from her husband, but wasn't sure if it fit her needs. However, a previous Talent from ESI's Women for Women program convinced her to apply. *"I talked with a woman that participated in the program last year and she told me that it was a really good opportunity because you can learn how the Dutch labor market works and more than that, meet other women who are in the same situation."*

New Career, New Beginning

As a Talent of the program's first edition, Marta learned the tools and gained the confidence needed to achieve her goals, eventually landing a position with SCIL Nanoimprint Solutions as a Material and Process Development Engineer in June 2022 – just

five months after arriving! She credits ESI for her success:

"The program helped me a lot. We had a career coach who helped us establish our goals and our deadlines to fulfill those goals, workshops about resumes, LinkedIn, motivation letters, etc....There was also talk about the Dutch culture which is really important because you came from another country and you need to learn how people in this particular country work."

Restarting your career after moving abroad is important, but ESI and TALENT100 gave Marta something else that she equally values: support and friends. She said, the program helps *"you find your place, find your friends. And for me, that was very, very important. I came here in January when everything was closed. I didn't know anyone. So, the first month was really complicated... But now I have my friends."*

Marta's new career looks bright and she is optimistic about the future, *"I'm really happy. The most important thing for me now is to do something that betters society."*

TALENT100 Second Edition

Have you been inspired by Marta's story? Are you eager to join the next edition of the TALENT100 Program? Expat Spouses Initiative is looking for 60 applicants for the program's second edition starting in September.



If you are an international looking for support to get market ready, email ESI at info@expatspousesinitiative.org. They can help you find the job of your dreams.



International Women's Club
Eindhoven:

Aga passes the baton to Heidi

As Aga Dremza's time as a President of the International Women's Club in Eindhoven is ending soon, she shares with us her experiences and memories of her time as a Chair of the Club. She remembers the time as two fantastic years despite the fact there were many challenges because she took over her duties in summer 2020 when the pandemic had already started.

The pandemic

Aga mentions that the pandemic had a very big impact on the Club activities. "The goal of IWCE is to provide the members with a social network and to make everyone feel at home in their new environment. When we were not allowed to leave homes during the lockdowns" she says: "we and the Club Board were wondering how IWCE were going to survive without the regular in person meetings, which were the basis of the IWCE functioning. However, the beauty of IWCE lies in its members and the way in which so many different cultures connect, form friendships, give and take. The coronavirus has shown the Club members how vulnerable we all are, and how essential and powerful the mutual support between people is. As this time was very difficult for everyone, with many of us feeling very lonely, great emphasis in IWCE was put on nurturing personal contact whenever

possible, bearing in mind the safety measures recommended by the Government."

That's why the Club continued all its regular activities online. Most of the interest groups, one of IWCE's most unique features, met via Zoom, so the ladies could share their hobbies and passions without being affected by outside circumstances. Besides, IWCE introduced virtual meetings with Guest Speakers and an online workshop programme within which the Club members shared their skills with other Club ladies. The Board also surprised IWCE members with small gifts to remind them that they were not alone.

Positive changes

IWCE, like everywhere else, had to learn to adjust to the new reality. The pandemic cancelled many of the Club's plans, however, it wasn't able to keep the Club from reinventing itself. And IWCE succeeded! The sense of community, connection, support, and new ideas all made what initially seemed impossible a reality. To Aga, it was an incredible and heart-warming experience and she feels privileged to be a part of this group. She is enormously grateful to all the IWCE Board members she worked with for their hard work, time, and effort to make the Club life as exciting and welcoming as possible. She recollects: "we would all bring different ideas to the table,

various ways of doing things but we all had the same aim – to do all the best possible for the Club members. There were also amazing volunteers as well as newsletter writers, Special Interest Group leaders, Area Representatives, Winter Market and Luncheon organisers who all made the Club a friendly and welcoming place in this difficult time.”

Cooperation with expat organisations

When Aga presided over the Club, they were very lucky to have many great friends from other

organisations like International Creative Women, Expat Spouses Initiative, the Eindhoven Bibliothek, and of course , HOWDO. All these organisations enriched the Club offer and were a great help to the Club sharing their experience and network.

As Aga moves forward, she would like to wish the new Board every success! Now , the Club is prepared better than ever for whatever the future might bring. Even more so that she is sure that the Club is in the good hands of its amazing members!

Thank you! by new chair, Heidi Los

Before taking over, Heidi wants to thank all the leaving board members. After years of dedication to the Club, together with chair Aga Dremza, Martha Ruiz, Katja Schöningh, Dominique Kabel, Susana González-Mateos and Christian van Ool are handing over their duties. THANK YOU, to you all, it was great working with you on the Board during the last two years!

IWCE 55th Anniversary

A new Club year has begun, and this will be a very special year. The IWCE will celebrate her 55th anniversary! How special. Fifty-five years is quite an accomplishment. Imagine the world back then, and more specifically Eindhoven, fifty-five years ago... We are thankful for the visionary ladies who started this initiative long ago. They stepped up and created a warm and safe environment, based on the needs of the internationals, with this social club called IWCE as a result. A voluntary club that is run by its members for their well-being. It can be nothing but good.



Monthly meetings

Looking forward, we have planned many various activities. Starting with our first monthly meeting on September 15th. Feel free to join us, so you can explore the club and decide if you want to become a member. Via our website www.iwce.nl you can sign up to join a meeting as a guest by simply clicking on the Contact tab. Our September meeting is interesting because the leaders of the Special Interest Groups will present a short explanation of their group and its activities to the members, and you can then sign up to join as many groups as you



60

wish. Monthly or weekly group activities will take place with various themes: book groups, cooking groups, coffee mornings, conversation groups in various languages, creative groups, and walking groups. You can start a group yourself too if you want. Activities will be organized during the day or in the evening. So, feel welcome to join the IWCE even if you are working during the day. If you are too late for our first meeting in September, let us know and we will invite you for our next meeting in October.

Winter Market

Every year in November instead of a monthly meeting we hold our annual Winter Market. Follow our socials and our website for more information. Christmas shopping is made easy for you. The market has around 25 vendors each selling individual items such as jewellery, paintings, and homemade gifts. You will also find a bake sale table at the market, baked goods made by members are sold with all proceeds being donated to the Ronald McDonald house in Veldhoven.

New IWCE Board

Heidi Los is also proud to present the new Board to you! Some faces might be familiar to you where others might be new. Welcome back Clare Smears and Julie Cumpson, we are very happy to have you



back on the Board! And HELLO to our new member Kara Frost who after only being a member for a few months has joined the Board too. Together with the existing Board members Linda Schlimbach and Siân van Dop the new team is more than ready to make this a happy club year for our existing and future members! We promise to bring energy and enthusiasm to the Club.



- Hit The City 2022 -

Ares / Doodswens / Prins S. en De Geit / Jiri11 / Ferdous / Néomí / Poodle / Eades / Bat Eyes / Silver Lake & many more during DDW



Three days of exploring new music at ten buzzing locations in Eindhoven! Hit the City is back with more locations, upcoming artists and exciting new music.



From fuzzy guitars and danceable electropop to experimental hiphop, obscure black metal and everything in between - explore known and lesser-known gems and future favorites in a route along nine buzzing locations in Eindhoven. Dutch Design Week (DDW) draws thousands of designers and visitors from all across the globe to Eindhoven every autumn. Following a yearly tradition, we extend the vibrancy of DDW to the night with a completely free music festival in a collaboration between Effenaar and Friendly Fire.

Coming up in Effenaar

Friday 16 September

Party in Nomansland

This is Lovski x Effenaar

Friday 23 September

Piña XL

Saturday 24 September | Stroomhuis

Kiwi Jr.

Sunday 25 September

Legends of Rock 'n Roll

Sunday 2 October

Woody Sings

Wednesday 5 October

Brian Dunne

Thursday 6 October

Levellers

Saturday 15 October

Sean McConnell

Sunday 16 October

Sloper

Friday 21 - Sunday 23 October

Hit the City

EFFENAAR

effenaar.nl



LOCATIONS

Altstadt / Café Wilhelmina /
De Rozenknop / Dynamo / Effenaar /
KEVN / Muziekgebouw / Stroomhuis /
Student Hotel / Haven

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 A number of shows in our program have been labeled 'No Dutch Required'. These shows can be easily understood by those who don't speak Dutch. No words are needed to understand the international language of music and dance!*

SEPT

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SEPT 17

De CacaoFabriek Helmond
MOSTLY AUTUMN
 White Rainbow Tour

.....
SEPT 21

Parktheater Eindhoven
INTRODANS
 Aqua

.....
SEPT 23

De CacaoFabriek Helmond
THE HUMPS
 Celebrating 50 Years of the Music of Camel

.....
SEPT 28

Theater de Schalm Veldhoven
MUSICAL AUTUMN NIGHTS

.....
SEPT 29

Theater De Hofnar Valkenswaard
ELVIS MEMORY
 Kees Vesluys & Calling Tribute Band

.....
SEPT 30

Theater De Hofnar Valkenswaard
U2 BY 3JS
 The Joshua Tree 35 years

AGENDA

NO DUTCH REQUIRED

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SEPT 30

Parktheater Eindhoven
LENTE/22/K.
 Djokarso / Libi

OCT

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OCT 1

Theater de Schalm Veldhoven
BEYOND THE MUSIC WITH CHANT'OERS

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OCT 1

De CacaoFabriek Helmond
THIS IS JACKSON - HITS

.....
OCT 7

Theater de Schalm Veldhoven
DASHBOARD DANGLERS
 Take me Home

.....
OCT 8

De CacaoFabriek Helmond
NAVARONE
 Autumn Tour 2022

.....
OCT 12

Theater de Schalm Veldhoven
BODECKER & NEANDER
 City Lights

.....
OCT 14

Theater de Schalm Veldhoven
MATT BIANCO
 The Essential

.....
OCT 14 & 15

Parktheater Eindhoven
THE RUGGEDS
 Decypher (première)

.....
OCT 14

De CacaoFabriek Helmond
ABBA FEVER

.....
OCT 14

Theater De Hofnar Valkenswaard
BILLY JOEL & ELTON JOHN - FACE TO FACE TOUR

.....
OCT 15

De CacaoFabriek Helmond
AIRBAG - LIVE 2022

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OCT 15

Theater de Schalm Veldhoven
THE DUBLIN LEGENDS

.....
OCT 18

Parktheater Eindhoven
AMOS BEN-TAL OFFPROJECTS
 Part

.....
OCT 19

Theater De Hofnar Valkenswaard
THE SIXTIES TRIBUTE BAND
 Back to the Sixties

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OCT 21

De CacaoFabriek Helmond
THE WATCH - PLAYS GENESIS
 A Prog Journey 1970 - 1976

.....
OCT 27

Theater De Kattendans Bergeijk
NASHVILLE COUNTRY CAFÉ

.....
OCT 28

Parktheater Eindhoven
TIGER LILLIES
 Live in Concert

.....
OCT 28

Theater De Kattendans Bergeijk
SMELLS LIKE NIRVANA

.....
OCT 29

De CacaoFabriek Helmond
STEFFEN MORRISON
 Soul Revolution Tour

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 * Please note that most artists are Dutch. They might share anecdotes or stories during these shows in their own language. However, we are convinced this will not affect the overall enjoyment of these shows. We are happy to welcome you to our 'No Dutch Required' shows!

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**THEATER DE SCHALM VELDHOVEN • PARKTHEATER EINDHOVEN • DE HOFNAR VALKENSWAARD
 DE KATTENDANS BERGEIJK • HET SPEELHUIS HELMOND • DE CACAOFABRIEK HELMOND**

SEP-NOV '22

SAT 17 SEP

Boban Marković Orkestar

Legendary Gipsy Orchestra
world

TUE 20 SEP

Brentano Quartet

Start of the classical season
classical

SAT 24 SEP

Merhaba Eindhoven!

Turkish Festival & Bazaar
world

TUE 27 SEP

Richard Marx

A solo acoustic evening
pop

FRI 30 SEP

Nikolai Lugansky & Friends

World famous piano quartets
classical

SUN 2 OCT

Early Opera Company

Dido and Aeneas
opera



MON 10 OCT

Pop Quiz

The International Pop Quiz of Eindhoven
pop

WED 12 OCT

London Philharmonic Orchestra

& Benjamin Grosvenor
classical

SAT 15 OCT

Pynarello

Party! 5th Anniversary
classical

SUN 16 OCT

Jean Lucas

Lay Down & Listen
classical

FRI 28 OCT

Music From The Orient

Celebrating music from the East
world

SAT 29 OCT

So What's Next?

Jazz Festival Eindhoven - 10th anniversary
jazz

FRI 4 NOV

Kovacs

Fragile
pop



MON 7 NOV

Pop Quiz

The International Pop Quiz of Eindhoven
pop

SAT 12 NOV

TROMP Percussion Eindhoven

Opening concert
percussion

Cook like a star chef with the
Spicy Chef spice blends.

Spicy[®]
chef

Soenil
De Lindehof



SPICYCHEF.NL