

## **NETHERLANDS BUSINESS COUNCIL UAE LAUNCHES BIGGEST EVENT IN ITS HISTORY IN CELEBRATION OF THE EXPO 2020 DUBAI**

*NBC 2020 Awards to recognise business excellence and innovation*

**Dubai, 15 December 2019:** Today, the Netherlands Business Council UAE has announced the launch of the NBC 2020 Awards. Organized in honour of the Expo 2020 Dubai, the winners will have the priceless opportunity to showcase their innovation to the world as part of the Netherlands pavilion at the world's greatest show.

Created in support with The Consulate General of the Kingdom of The Netherlands in Dubai and NLinBusiness, the awards will provide a platform to connect the great and unique businesses of the Netherlands Business Council in the UAE with innovative companies who are seeking to promote their innovative product offerings within the MENA region and beyond.

The NBC 2020 Awards are open to companies around the world with a connection to the Netherlands, that are delivering excellence and innovation in the fields of food, water, and energy, in line with the theme of the Netherlands' participation at Expo 2020: 'Uniting Food, Water and Energy.'

As one of the most active business councils in the UAE, The Netherlands Business Council organizes a wide range of events and activities to promote business links between the private and public sectors throughout the year. As Stefanie Schachtschabel from Netherlands Business Council UAE explains: "Our members bring a lot of value to the UAE and we're always looking to strengthen our relations further and capitalize on opportunities for the Dutch Business Community."

With just 309 days to go until the start of Expo 2020, we are absolutely thrilled to be able to offer this once in a lifetime opportunity to be part of something very special. We are looking for the very best innovations in the fields of food, water and energy and are calling on our countrymen and women around the world who have a fantastic idea and proven its worth to put themselves forward for this potentially business-changing opportunity.

An expert panel made up of specialists from each of the fields of food, water and energy will select three winners based on a series of criteria, including the economic potential of the innovation,

environmental and social impact, scalability of the innovation in the MENA/IMEA regional and whether the innovation has the potential to make the world a better place.

In addition to exhibiting their winning innovation at the Netherlands pavilion during the relevant thematic week (food, water, or energy), they will also be invited as guests of honour to the NBC 2020 GALA Awards in Dubai in March 2020. Furthermore, they will be promoted on the media channels of the Netherlands Business Council, NLinBusiness, and the NLExp2020 organization, receive a six months membership of the Netherlands Business Council, and a flexible office space at the Lamborghini Building.

The deadline for nominations is 19 January 2020.

To register for the NBC 2020 Awards, visit <https://nbc2020awards.com/>

For sponsorship opportunities, please contact Hanan Chaabi – [director@nbcDubai.com](mailto:director@nbcDubai.com)

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For more information, please contact Willum van den Hoogen - [willum@nbcDubai.com](mailto:willum@nbcDubai.com)

### **About Netherlands Business Council**

Established in 1997 by the Netherlands Consulate and a group of prominent Dutch businessmen, the Netherlands Business Council, commonly known as NBC, aims to provide a platform for its members to network, encourage and promote business links with other like-minded businessmen, business councils in the GCC region and the Netherlands. The NBC undertakes a wide range of activities with the objective to enhance business prospects and expose the Dutch business community.

The NBC is a non-profit local association under UAE law and licensed under the umbrella of the Dubai Chamber. It is recognized by the UAE authorities as the representative body of Dutch companies and individuals operating in Dubai and the Northern Emirates. The NBC operates independently and is financially self-sufficient. The NBC has experienced significant growth over the last decade. From a handful of pioneering entrepreneurs and career expatriates, the NBC has grown to roughly 200 entrepreneurs, managers and executives in a large variety of industries. Many of whom regularly call on any of our 30 plus annual events.