



# Masterclass

## ‘Technological innovation in the Brainport Region’

Strabrecht College, the Netherlands

29 October – 1 November 2014



# The Brainport Region

- The most innovative region of the Netherlands and one of the three strongest regions of the Netherlands
- Intelligent Community of the Year in 2011
- Well known for high tech systems, food & technology, automotive, lifetec & health, design



# What is the Masterclass about?

- Exploring the factors behind the success of the Brainport Region.
- What is innovation and how can innovation be stimulated and ‘managed’?
- Visiting innovative companies (Philips, ASML, DAF...)



# What is the Masterclass about?

- Carrying out assignments and business cases
- Interacting with young international professionals who work in the Brainport Region.



# Preliminary Programme

29 October: introduction to Brainport

30 October: visit to ASML and Philips  
Research

31 October: visit to Philips Health Care

1 November: Recreational activities,  
visiting an old Dutch town



# Who are invited?

- Students from the upper secondary departments (15 – 18 year olds)
- Students with an interest in technical and/or economics topics
- 2 – 3 students per school plus 1 teacher



# Participating schools

- BRG Wien 19,
- Bagsværd Kostskole og Gymnasium
- Institution Saint Jude
- Second Lyceum of Kalamaria
- Instituto de Educación Secundaria 'Miguel Catalán'
- Lycée Michel Rodange
- Strabrecht College
- Danderyds Gymnasium



# Finally

- Please let us know a.s.a.p. whether your school will be participating.
- We will send the final programme and the official invitation in early September.