

The Netherlands

The Dutch network as a creative innovation
partner for Australia

Sporting the future together

September 2026



NL

Netherlands



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Foreword

Welcome message by the Dutch Ambassador



H.E. Ms Ardi Stoios-Braken

Ambassador of the Kingdom of the Netherlands to Australia

It is my distinct privilege to welcome delegates, industry leaders, and Australian host partners to this trade mission exploring Melbourne, Sydney and Brisbane. Australia stands as a global powerhouse for major sporting events, commercial growth, and urban innovation. As both of our nations navigate the complex demands of modernising urban centers and transit networks - and as Australia prepares its broader infrastructure landscape for the decade leading toward Brisbane 2032 - the bilateral relationship between the Netherlands and Australia continues to deepen, grounded in like-mindedness and a shared ambition for sustainable urban development.

While each city brings its own unique strengths, Melbourne, Sydney, and Brisbane collectively present compelling opportunities for economic diplomacy and business collaboration. From Melbourne's world-renowned sports precinct and Sydney's major venue renewals to Brisbane's forward-looking regional development leading toward 2032, the demand for sustainable, smart, and scalable solutions is accelerating. Dutch enterprises bring proven international expertise to this landscape, offering integrated approaches across clean energy, urban resilience, smart venue design, and data-driven sports technology.

Through our Sport & Sustainable Smart Communities initiative, the Netherlands diplomatic network in Australia is dedicated to opening doors, fostering institutional partnerships, and advancing concrete commercial ties. We are confident that participating in SportNXT, the high-level exchanges and site visits organised during this mission will lay the foundation for long-term strategic success, bringing mutual economic benefits to both Dutch innovators and Australian partners.

I wish all participants a productive and impactful mission.

Foreword

Welcome message by the Dutch mission leader



Camil Smeulders

Mission Leader, Orange Sports Forum

On behalf of the participating Dutch cohort and Orange Sports Forum, I am delighted to lead this trade delegation connecting Melbourne, Sydney, and Brisbane—three of the most dynamic sporting and economic powerhouses in the Asia-Pacific region. Operating under our multi-year Partners for International Business (PIB) programme, this mission reflects our commitment to the active maintenance of Dutch-Australian collaboration, bringing a specialised group of innovators in SportTech, smart stadium infrastructure, and urban sustainability directly into these key Australian hubs.

Dutch sports innovation relies on an integrated, data-driven, and circular methodology. Whether modernising marquee venues like Sydney's Allianz Stadium with advanced turf management systems, implementing data solutions to enhance athlete performance and fan engagement, or building resilient infrastructure for high-density public realms, our delegation offers solutions tailored to the immediate commercial and urban priorities across Melbourne, Sydney, and Brisbane.

Our objective over the course of this mission is clear: to build meaningful, direct partnerships between Dutch pioneers and Australian sports organisations, venue operators, government bodies, and research institutions. By combining our strengths, we can accelerate digital transformation, elevate venue sustainability, and enrich the overall fan experience across all three cities. We look forward to active collaboration and establishing long-term commercial ties.





Company Profiles



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Advier

Advier is a boutique consultancy specialising in innovation, sustainable mobility and spatial development, with offices in Delft and Melbourne. With more than 25 years of experience, Advier connects governments, businesses and knowledge institutions to turn ambitions for sustainable cities, mobility and community development into practical solutions. Through its established presence in Australia, Advier bridges Dutch expertise with local opportunities, partnerships and implementation pathways.

Unique Selling Points

- Sustainable mobility, precinct planning and future city strategies.
- Innovation coordination and international partnership development.
- Visitor mobility and accessibility for venues, events and public spaces.
- Cross-sector collaboration between government, industry and academia.

Relevant Solutions for Australia

Visitor mobility & accessibility

Mobility solutions that make arrival, departure and movement around venues into a seamless and enjoyable visitor experience.

Sustainable urban mobility

Mobility hubs, active transport and precinct accessibility supporting both Games-time operations and creating a lasting legacy beyond Australia.

Innovation, partnership & governance

Connecting governments, industry and knowledge partners through innovative governance and publicprivate partnerships to turn sustainable ambitions into practical solutions and create long-term societal value.

Advier

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Michael Read

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AAA-LUX

AAA-LUX is a manufacturer of premium LED sports lighting systems for stadiums, sports fields and training facilities. With more than 6,000 projects delivered across 60 countries, including the hockey venues at the Paris 2024 Olympic Games, the company combines high-performance lighting with smart controls to create sustainable, future-ready sports venues. AAA-LUX is already active in Australia through a local partner network and existing sports facility installations, and is looking to expand its presence across the Australian market.

Unique Selling Points

- Broadcast-grade LED lighting for stadiums and sports facilities.
- Cost-effective retrofit solutions using existing lighting infrastructure.
- Smart wireless lighting controls for sport, broadcast and entertainment.
- Up to 80% energy savings with reduced light pollution.

Relevant Solutions for Australia

Stadium & venue lighting

Broadcast-grade LED lighting for competition venues, training facilities and community sports infrastructure.

Retrofit & energy efficiency

Lightweight LED systems that can upgrade existing stadium infrastructure without replacing masts, reducing both energy use and project costs.

Smart lighting controls

Dynamic lighting for match, training, broadcast and show modes, supporting flexible multi-purpose venues.

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Thijs de Jong

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Beyond Sports

Beyond Sports is a Netherlands-founded sports technology company and part of Sony Sports Technology. As an end-to-end partner, it supports the fan journey through digital systems and advanced 3D technology, from real-time data and websites and apps to interactive and gamified experiences. By making fans part of the action, Beyond Sports creates engaging and memorable experiences. In Australia, it works closely with the AFL, NRL, Cricket Australia and the Grand Prix.

Unique Selling Points

- Real-time animated broadcast content (Altcast) built from live tracking and positional data.
- AI-driven fan engagement through gamification, predictions, second-screen and loyalty products.
- Sony's sports technology ecosystem (Hawk-Eye Innovations, StatSports), combining tracking, performance data and broadcast innovation.
- Proven delivery for major leagues, federations and broadcasters across football, cricket and Australian sport.

Relevant Solutions for Australia

Fan engagement & second-screen experiences
Gamified content, predictions and interactive layers that keep visiting and at-home audiences engaged before, during and after events.

Animated & alternative broadcast content

Cost-efficient, data-driven broadcast formats that extend coverage to sports and audiences traditional production can't reach.

Data-to-content pipelines & legacy value

Turning tracking and performance data generated into reusable digital assets and fan products with long-term value.

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Dutch Cycling Embassy

The Dutch Cycling Embassy helps cities and regions advance sustainable mobility by connecting them with Dutch cycling expertise through international knowledge exchange. It represents a broad public-private network of governments, businesses and knowledge institutions, drawing on decades of Dutch experience in cycling, mobility and urban development.

Unique Selling Points

- Full-spectrum Dutch cycling expertise through one public-private network.
- Tailor-made knowledge exchange, workshops and study visits.
- Extensive international experience with governments, businesses and knowledge institutions.
- Cycling expertise spanning mobility, accessibility, health, safety and liveability.

Relevant Solutions for Australia

Active mobility & connectivity

Expertise to integrate cycling and active mobility into transport networks, improving first- and last-mile connectivity and access to sports venues.

Cycling & Games legacy

Knowledge and strategies to reduce congestion around venues and create lasting cycling infrastructure and mobility benefits for Australia.

Knowledge exchange & capacity building

ThinkBike workshops, study visits and tailored programmes connecting Australian stakeholders with relevant Dutch experts and practical solutions.

Dutch Cycling Embassy

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Margreeth Kappert

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EVA Optic

EVA Optic develops and manufactures high-end swimming pool technology, combining underwater and above-water lighting with counter-current swimming systems. Its solutions are used in more than 900 public swimming facilities worldwide, including Center Parcs' European Aqua Mundo water parks, where EVA Optic has been the exclusive underwater lighting supplier since 2011. EVA Optic is new to the Australian market and is looking to establish local partnerships.

Unique Selling Points

- Premium underwater and above-water architectural LED lighting for aquatic environments.
- Counter-current swimming systems, including the patented EVAstream technology.
- Fully integrated in-house engineering, R&D and production.
- Durable solutions designed for continuous exposure to chlorine, humidity and intensive use.

Relevant Solutions for Australia

International competition compliance

Engineered to strictly satisfy World Aquatics (FINA) and IOC lighting, safety and visibility standards for Olympic-level venues.

Modular LED efficiency

In-house modular systems (EVAline, EVAsubaqua) designed for long service life, easy retrofitting, and reduced total cost of ownership.

Advanced training & zone control

Patented EVAstream turbine technology and synchronised multicolor EVAsubaquaLED guidance for adaptive swim training and multi-zone light control.

EVA Optic

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Techonomy

Techonomy is a full-service digital agency with 65+ specialists combining technology, creativity and data to create digital experiences and drive marketing and sales performance. Its sports portfolio includes Dutch soccer federation, UEFA & PSV covering fan engagement, digital campaigns and gamification. We are also active across Asia and the Gulf region with our services. Techonomy is new to the Australian market and aims to build relationships with Australian rights holders, venues and brands in Australia.

Unique Selling Points

- Full-service expertise across strategy, technology, data and creativity.
- Extensive experience with sports federations, clubs, rights holders and brands.
- Proven expertise in fan engagement and gamification.
- Data-driven digital experiences that create commercial value.

Relevant Solutions for Australia

Digital fan engagement

Digital platforms, campaigns and gamification that engage fans before, during and after major sporting events.

Data-driven fan experiences

Digital and data solutions that strengthen fan relationships, loyalty and personalised engagement.

Event & sponsor activation

Interactive digital experiences connecting fans, brands and venues around major sporting events.

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Signify

Signify is the world leader in lighting, providing products, connected systems and services that advance sustainability and elevate experiences. Its applications span stadiums, commercial buildings, public spaces, cities and entertainment. Signify's stadium and arena lighting has illuminated multiple Olympic Games and FIFA World Cups, and it is a FIFA Preferred Provider for Floodlights. In Australia, Signify has major project references including Optus Stadium in Perth, with over 22,000 controllable LED fittings. For more than two decades, Signify has led the transition to LED and continues to drive a more efficient, connected and circular future.

Unique Selling Points

- World-leading expertise in professional and connected lighting.
- Proven experience with major international sports venues and events.
- Integrated lighting, control and data solutions through Interact.
- Strong sustainability credentials and energy-efficient LED technology.

Relevant Solutions for Australia

High-performance stadium lighting

Broadcast-grade pitch lighting and connected LED systems for major stadiums, arenas and multi-purpose venues.

Immersive venue & fan experiences

Dynamic lighting for entertainment, façades and hospitality spaces, creating flexible environments for sport, concerts and major events.

Smart & sustainable urban lighting

Connected lighting systems for public spaces and cities that improve energy efficiency, safety and liveability while supporting broader sustainability goals.



Paul van Dooren

VP of Liveable Cities & Smart Stadium

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Sorama

Sorama develops advanced acoustic technology that turns sound and noise into actionable data for stadiums, cities, airports and industry. Its solutions help organisations monitor, analyse and respond to acoustic events in real time, supporting fan engagement, urban liveability, mobility management and operational efficiency. Sorama's FanSound platform is used at major venues, including the Intuit Dome in Los Angeles, and the NBA All-Star Game. New to the Australian market, Sorama is looking to establish relationships with sports venues, rights holders, airports, government and smart-city stakeholders.

Unique Selling Points

- Real-time crowd and acoustic data captured through advanced sound technology.
- Fan engagement that turns crowd energy into interactive experiences and content.
- Acoustic monitoring for loud vehicle detection, urban sound analytics and airport APU monitoring.
- Proven applications providing data-driven insights for fan engagement, public space management, operational efficiency and policy making.

Relevant Solutions for Australia

Fan engagement & gamification

Real-time crowd-driven activations, games and loyalty experiences for stadiums, arenas and major sporting events.

Sponsorship & commercial activation

Turn fan participation and crowd energy into measurable content, engagement metrics and new sponsorship opportunities.

Smart acoustic environments

Advanced sound monitoring and acoustic data for cities, airports and other urban environments, supporting safer and more liveable spaces.

Sorama

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SGL System (Stadium Grow Lightning)

SGL helps sports venues maintain high-quality natural grass pitches through data-driven turf technology and expert agronomic support. Its systems are used at elite venues worldwide, including the Johan Cruyff ArenA, Allianz Arena and Emirates Stadium, and SGL supported all 16 venues of the 2026 FIFA World Cup. In Australia, SGL already works with 14 stadiums through a local partner/distributor and has an established network of clients and government contacts.

Unique Selling Points

- Integrated turf performance technology and agronomic expertise.
- Proven expertise at major international stadiums and tournaments.
- Data-driven approach to pitch management and performance.
- Experience optimising pitches for intensive multi-use schedules.

Relevant Solutions for Australia

Multi-use stadium pitch management

Integrated grow lighting, data monitoring, disease control and pitch testing to maintain high-quality playing surfaces through intensive schedules of sport and entertainment.

Climate-adapted turf performance

Data-driven turf management and grow lighting solutions to support consistent pitch quality and recovery across Australia's challenging climate.

Tournament & legacy venues

World-class pitch technology and agronomic support for competition venues, training sites and community facilities, supporting high-performance surfaces for Australia and beyond.

SGL System

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Sports Cloud Australia

Sports Cloud Australia is the growth partner for Australian sports, operating from Melbourne and Sydney to help sports organisations unlock unprecedented value, drive new revenue streams, and thrive in the new era of sport. Sport Cloud's journey began with a clear vision: to prepare organisations for the boundless opportunities of new technology, a decade ago that meant mastering digital platforms and optimising fan data, and today it has expanded to embrace the cutting-edge possibilities of Artificial Intelligence. They're trusted by leading sports organisations worldwide, including the National Rugby League, Football Australia, Sydney FC, Illawarra Hawks, Lusail International Circuit, AusCycling, and UEFA.

Unique Selling Points

- Full-service expertise across strategy, technology, data, AI and creativity.
- Extensive experience with sports federations, clubs, rights holders and brands.
- Proven expertise in fan engagement and gamification.
- Data-driven digital experiences that create commercial value.

Relevant Solutions for Australia

Digital fan engagement

Digital platforms, campaigns and gamification that engage fans before, during and after major sporting events.

Data-driven fan experiences

Digital and data solutions that strengthen fan relationships, loyalty and personalised engagement.

Event & sponsor activation

Interactive digital experiences connecting fans, brands and venues around major sporting events.

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Orange Sports Forum (OSF)

OSF is a platform connecting Dutch sport-related businesses, organisations and institutes with international opportunities. Its core mission is to help these organisations pursue their global ambitions by identifying international opportunities and linking them with the right partners. OSF's network spans over 300 Dutch companies and institutions and works closely with Dutch government bodies and foreign representations, including embassies and consulates. Over the past 15 years, OSF has supported hundreds of organisations through trade missions, trade fairs and market-entry support in countries including Australia, China, the Middle East, Africa, the United States, Switzerland, France and Spain.

Unique Selling Points

- Connector between the Dutch sports industry and international markets: one network, one joint proposition, one point of entry.
- Broad network across the Dutch sports industry, from SMEs to major brands and institutions.
- Proven track record in trade missions, matchmaking, cluster coordination and international cooperations.
- Close cooperation with Dutch government (RVO), embassies and consulates.

Relevant Solutions for Australia

International sports market development

Building connections between the Dutch sports industry and international markets, for example around major sporting events, including Australia, LA28 and the FIFA World Cup 2030

Trade missions & matchmaking

Organisation of the September 2026 trade mission to Brisbane, Sydney and Melbourne in cooperation with RVO and the Consulate-General in Sydney, connecting Dutch companies with Australian government, venues and industry.

Dutch sports expertise & partnerships

Promoting 'Nederland Sportland' internationally and building long-term partnerships between Dutch and international organisations through public-private collaboration.



Guido Tielman
Consul-General

Consulate General of the Kingdom of the Netherlands in Sydney

As part of Dutch diplomatic mission to Australia, the Economic and Trade Team covers international trade related matters from the Netherlands across Australia. The economic team represents an important nexus of the Netherlands' international economic network with the broad objective of promoting economic relations between the Netherlands and Australia. Such relations comprise government-to-government, knowledge-to-knowledge, and business-to-business components. Overall, the Team's principal objective is to identify opportunities for Dutch companies in the Australian market.



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Netherlands Business Support Office in Melbourne

NBSO-Melbourne, the 23rd branch of a global network of Netherlands business support offices, supports Dutch business to enter into or expand their activities in the Australian market place.

The launch of NBSO-Melbourne reflects Melbourne and Victoria's growing importance as a science, agricultural, business, medical, and services hub in the Indo-Pacific. With NBSO-Melbourne, the Netherlands is well positioned to capitalise on the opportunities and growth across a range of sectors related to the Energy Transition, Sustainable Innovation, and Advanced Technologies.



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