

Meines & Partners bv  
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## Meines & Partners, pleased to meet you!



We would like to introduce you to Meines & Partners. In this information pack you will read:

- Which problems we can help you solve
- Which services we can offer as support
- Who our permanent members of staff are
- Which organisations we count among our clients
- How you can reach our office in The Hague.

We would like to hear from you if you wish to have more information about our organisation and how we could be of service to you.



## **From problem to strategy**

For an organisation to perform optimally, many obstacles have to be overcome. Do you need to synchronise with government, political players or other organisations, but don't know the right people? Do you need advice and/or support coming up with and implementing a good strategy? If that's the case, Meines & Partners would be happy to act as your partner organisation.

## **Professional, in the background**

Meines & Partners works 'professionally in the background'. Clients from the public and private sector enlist our help when serious interests need political argumentation, when alteration or prevention of legislation is necessary, or to ensure the acquisition of tenders. We translate the problem into a policy which is then transformed into a concrete strategy.

We are active in the political and economic arenas. Our core business is:

- Lobbying
- Public Affairs
- Strategic Sourcing

Our work style is focussed, transparent, overseeable and creative.

Meines & Partners has been active in the above-mentioned areas since 1994 and is regarded in The Hague as a leader in the field. We have experience and have been active in fields as wide-ranging as ICT, defence, nuclear & sustainable power and pharmaceuticals. In addition, leisure & entertainment, media, biotechnology, education and fashion are areas in which we are active.

We have operations in the Netherlands and Germany.



## **Our services**

We provide the following services (which always include a political element) to both public and private parties:

- Lobbying
- Public Affairs

### **Creating and doing**

Our work method is all about 'creating and doing'. Firstly, we analyse the situation. This analysis forms the basis for the translation of the problem into an all-encompassing, tailor-made strategy. During the entire process, the client remains the driving force behind the execution of the process. Regular evaluations ensure objectives can, if necessary, be altered in time. As a result, the process remains overseeable and transparent.

### **Lobbying**

When it comes to lobbying, it is about providing policy makers with strategic information with the goal of lawfully influencing political decision-makers and directors. All of this is done in the important phase in which decisions are being prepared. In order to do this, Meines & Partners establishes and maintains relations with civil servants, politicians, members of cabinet and other relevant parties. This is done in constant consultation with the client. Our actions are always transparent, honest and goal-oriented. We make use of our comprehensive and influential network in the broad political, economic, social and cultural arenas.

### **Public Affairs**

An organisation does not stand alone but is part of society. European, national and local governments, as well as pressure groups and the public, have an influence on an organisation. Through its specialisation in public affairs, Meines & Partners can ensure sustained strategic interaction with these social groups. In this way, a balance between the interests of an organisation or the government and those of society can be sought.



## Our office, our staff

Our employees are professionals with a broad range of skills. They have wide-ranging experience in the fields of industry, business service providers, the corporate world, the civil service, science and journalism. Their specific skills and capabilities provide solid support in the execution of a strategy. Meines & Partners also has a broad network of specialist advisors.

Our permanent office staff are:

### Rob W. Meines

*Managing Partner*



Rob has extensive experience in lobbying, public affairs, media relations and strategic communication. Clients from fields as diverse as telecommunications, energy, the defence industry, infrastructure, biotechnology, ICT and pharmaceuticals have made full use of the experience he has acquired during his successful career.

Rob was Europe Editor for the *NRC Handelsblad* from 1978 and then, from 1983 to 1990, correspondent in Germany for the same newspaper, as well as for NOS television. He returned to the Netherlands to become Diplomatic and Parliamentary Reporter in The Hague. In 1991, he won the Anne Vondeling Prize for political journalism. Then, in 1998, he was awarded the Otto von der Gablentz Prize. Rob is the founder of and Managing Partner at Meines & Partners.

[robmeines@meinespartners.nl](mailto:robmeines@meinespartners.nl)



## **Corina Holla**

*Director/ Partner*

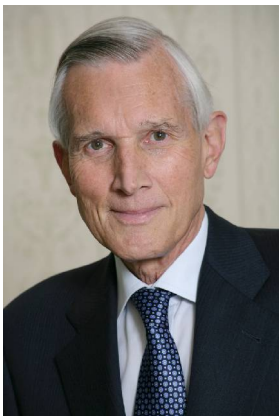


Corina advises and supports clients from fields including pharmaceuticals, logistics and the leisure & entertainment industry. Her considerable experience in business is essential to the unit Meines & Partners which deals with Lobbying and Business Development in a political context, both nationally and internationally.

With a background in Communication, Corina (who was born in 1963) made the move from the corporate world to Meines & Partners in 2005. In addition to being Senior Consultant, she is Managing Director. As of January 1<sup>st</sup> 2010 she is also Partner.

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## **Bernard Bot**



Bernard Bot was Minister of Foreign Affairs from 2003 to 2007. After this post, he returned to Meines & Partners (he had already worked at Praaning Meines in Brussels in 2003). Before that, Bernard Bot held a number of different diplomatic posts. In the 1970s, he worked at the Dutch embassies in Argentina and in East Berlin.

In the 80s he was Acting Permanent Representative at the NAC (NATO) in Brussels. After that, Bernard Bot became the Dutch Ambassador in Turkey.

From 1989 till 1992, Bernard Bot was Secretary-General of the Ministry of Foreign Affairs. He ended his political career as Permanent Representative of the Kingdom of the Netherlands at the European Union in Brussels.



## **Bert Bakker**

*Senior Consultant*



Bert became a valuable addition to the Meines & Partners team as Senior Consultant on January 1st, 2008. Bert was a Member of Parliament (D66) for 12 years. During this time, he was spokesman for various issues, ranging from media affairs to defence, and from economic affairs to government finance.

He built a reputation as a skilled parliamentarian and debater. He succeeded countless times in creating a majority for the ideas of his relatively minor party. He gained national recognition and respect through his chairmanship of the Parliamentary Committee which researched the deployment of the Dutch military on peace missions. He was also Chair of the Srebrenica Enquiry Commission.

Prior to becoming an MP, Bert Bakker was a correspondent for the University Press, and then Head of Administration and Information at the Social and Economic Council of the Netherlands (SER).

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## **Peter ter Horst**

*Senior Consultant*



After a long career in journalism, Peter ter Horst (born in 1959) joined Meines & Partners in April 2010.

In the 1980's, Peter worked as Political Editor at the Haagsche Courant local newspaper, before joining the national newspaper the NRC Handelsblad.

In the 1990's, he was a Correspondent in South Africa for newspaper, radio and television. There he reported on the transition from apartheid to democracy. After that, Peter worked as a Correspondent in Middle and Eastern Europe, based in Budapest. Upon his return to the Netherlands, he held two Editor-in-chief roles; at the Haagsche Courant and the weekly magazine Intermediair. In these positions, he experienced the turbulence in the media business at close proximity.

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## Tanja van Dijk

*Consultant*



Tanja has been a consultant at Meines & Partners since April 1st 2008. Before that, she was a Public Affairs Manager at The Netherlands Nutrition Centre.

Tanja was involved in journalism before switching to Public Affairs. She worked for the ANP and the *Eindhovens Dagblad* (a regional newspaper), and later for the regional broadcasters Rijnmond and West. She was a Political Correspondent and co-ordinator of the Hague editorial office at Radio TV West. She studied Political Studies, with a focus on International Relations, at the University of Amsterdam.

She then did a postgraduate course in Business Administration at the Erasmus University in Rotterdam.

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## Jeroen Steusel

*Consultant*



Jeroen focuses on ICT, construction and public order & security. He is in a position to translate corporate solutions to the challenges and interests of political and civil stakeholders.

He successfully completed his Communications Management studies at Utrecht College. His graduation research paper at Meines & Partners was on Public Private Partnership (PPP) in various government sectors. After graduating in 2004 he joined the company.

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## **Thomas Boom**

*Consultant*



Thomas focuses on infrastructure and the postal market with a Dutch-German slant.

Both the Dutch and the German cultures are a big part of Thomas' life. Thomas was born to a Dutch mother and a German father, close to the Dutch-German border, and grew up in the area. Having worked for a German bank for three years, he decided to follow a degree in Dutch-German relations at the Universities of Münster and Nijmegen, specialising in political studies. His thesis was on Democratic

Renewal in the Netherlands. He completed his degree in 2007 and joined Meines and Partners as a Junior Consultant.

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## **Lorine van Loon**

*Junior Consultant*



Having completed her studies, Lorine worked as a consultant at Michael Page Banking and Financial Services, and as a conference producer (finance) at the Institute for International Research, where she built up a wide range of experience. At Meines & Partners she also works for clients from very varied sectors.

Lorine studied European Studies at the University of Amsterdam. She majored in History and minored in European Economy and English Language and Literature. Her study placements were at the European Platform in the

Hague as well as the British Council in London. Lorine has been with Meines & Partners as a Junior Consultant since October 2008.

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## Vincent Nieuwelink

*Junior Consultant*



Vincent focuses on Culture & Heritage, and ICT for both national and international clients at Meines & Partners.

Born in 1982, Vincent studied Political History at the University of Groningen, as well as minoring in International, Constitutional and Administrative Law. He also minored in Peace and Security, which included studies at the Royal Military Academy in Breda. In addition, he successfully completed an International Politics course at Cambridge University and a Master class in Multi-level Governance at the Montesquieu Institute.

At the University of Groningen, he worked as a student assistant, and organised among other things the University Peace Days. His thesis was commissioned by the Dutch Ministry of Foreign Affairs, where he also did his study placement. Following that, Vincent did an internship at Meines & Partners. In January 2010 he joined the team as a Junior Consultant.

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## Koen van Ramshorst

*Junior Consultant*



Before joining Meines & Partners, Koen van Ramshorst worked as a Public Affairs Analyst for a large European Energy company in the Netherlands. At Meines & Partners he will be concentrating on the Energy and Media sectors, for both national and international clients.

Koen (born in 1984) holds a Bachelor's degree in History and a Master's in International Relations (MA) from the University of Utrecht. During his BA studies, Koen spent six months in the U.K. at the University of York and did a work placement at the International Policy department of the Ministry of Education, Culture & Science in The Hague.



For his Master's degree, Koen spent three months at the Dutch Embassy in Riyadh, Saudi Arabia. His work there involved researching the political and economic co-operation between the European Union (E.U.) and the Gulf Cooperation Council (G.C.C. – an economic association of the emirates on the Arabian Peninsula). Koen's thesis was on the political and economic ties between the E.U. and the G.C.C. and he received an honours Master's degree.

In addition to his work at Meines & Partners, Koen is actively involved in a large political party, where he advises on foreign policy.

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### **Larissa ter Beek**

*Management Assistant*



Larissa is as Management Assistant, Larissa is at the centre of the day-to-day action in the office. This means she has a broad view of what is happening in the office, as well as what needs to happen.

Having completed her Tourism Management Assistant studies at Schoevers, Larissa built up a wealth of experience in the tourism sector. She spent the last 3 years living and working in Turkey, where she worked in a number of fields, in particular real estate. At Meines & Partners she found a new challenge, and has been with us since September 2008.

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## **Meta Snoep**

*Secretary/Office Manager*



Meta is Office Manager at Meines & Partners, and also gives secretarial support to our consultants. While working at the LUMC (Leiden University Medical Centre) and at L'Oréal, Meta realised that her talents lay in organising and supporting roles. For four years after that, she worked at an oil and gas consultancy bureau. Here, she was given the opportunity to gain experience in every aspect of office management, as well as some Human Resource Management.

Following that, Meta worked in a very different field, as an office manager at a publishing company. Meta has been at Meines & Partners since January 2009.

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## Our clients

Meines & Partners works for all kinds of organisations that have interests in government authorities and politics. Below is a list of clients Meines & Partners work for or have worked for:

Organisation	Focus
Cambridge Biomedical Consultants	Biotechnology
Crucell	Biotechnology
Fornix	Biotechnology
Genencor	Biotechnology
Introgene	Biotechnology
IsoTis	Biotechnology
Pharming	Biotechnology
Target Quest	Biotechnology
U-BiSys	Biotechnology
Accenture	Business Service Provider
Boer & Croon	Business Service Provider
Ernst & Young	Business Service Provider
Eurotradia Groupe	Business Service Provider
KPMG	Business Service Provider
Quint Wellington Redwood	Business Service Provider
Wagenaar, Hoes & Associés	Business Service Provider
Aerospatiale Matra Missiles	Defence
Dassault Aviation	Defence
Deutsche Aerospace	Defence
Eurocopter	Defence
Euromissile	Defence
Euromissile Dynamics Group	Defence
KUKA Wehrtechnik GmbH	Defence
Saab Gripen	Defence
Afval Energiebedrijf Amsterdam	Sustainable energy
Alstom	Sustainable energy
Brabantse Ontwikkelings Maatschappij	Sustainable energy
Electricité de France Benelux (EDF)	Sustainable energy
Eneco	Sustainable energy
EPZ (Borssele)	Sustainable energy
Essent	Sustainable energy
HVC Alkmaar	Sustainable energy
Luzac	Education
ALN	Entertainment & Leisure
Harrah's Entertainment, Inc.	Entertainment & Leisure



Regio Venlo – Floriade 2012	Entertainment & Leisure
KNVB	Entertainment & Leisure
Worldticketshop	Entertainment & Leisure
ETAM Groep	Fashion
Foundation Holland World Fairs	Fashion
Marlies Dekkers	Fashion
Secon Group	Fashion
ABN AMRO	Financial services
Currence	Financial services
Deutsche Bank	Financial services
FMO Development Aid Bank	Financial services
Lazard	Financial services
LIFE Sciences Partners	Financial services
MeesPierson	Financial services
R.H. Bowden Com. Farmers Group	Financial services
State Revenue Service	Financial services
Gemeente Den Haag	Government (local)
Ministerie van Algemene Zaken	Government (national)
Ministerie van Buitenlandse Zaken	Government (national)
Ministerie van Verkeer en Waterstaat	Government (national)
Ministerie van Volksgezondheid, Welzijn en Sport	Government (national)
OPTA	Government (national)
Vereniging Kamers van Koophandel Nederland	Government (national)
Provincie Limburg	Government (provincial)
Provincie Noord-Brabant	Government (provincial)
Zuidelijke provincies	Government (provincial)
ATOS Origin	ICT
Baan	ICT
BT	ICT
Capgemini	ICT
Centric	ICT
Ctac	ICT
Delta Kabel	ICT
EDS	ICT
Fujitsu	ICT
HP	ICT
IBM	ICT
Microsoft	ICT
Océ	ICT
Oracle	ICT
Peoplesoft	ICT



PinkRoccade	ICT
Proclare	ICT
Respond	ICT
Tata Consultancy Services	ICT
Zenitel	ICT
Motoren-und Turbinen-Union (MTU)	Industry, Aircraft industry
DaimlerChrysler	Industry, Automobile industry
Petroplus	Industry, Chemicals industry
Quest	Industry, Chemicals industry
Specs and BioSpecs	Industry, Chemicals industry
Krauss Maffei – Wegmann GmbH	Industry, Machine construction
Vereniging Holland Marine Equipment	Industry, Maritime industry
Alcan Aluminium Limited	Industry, Metals industry
Henschel	Industry, Metals industry
Pechiney Nederland	Industry, Metals industry
AM	Infrastructure
Koninklijke BAM Groep	Infrastructure
Nauta Dutilh Lawyers	Legal services
Utrechtse Juristen Groep	Legal services
Endemol Nederland	Media
Omroep MAX	Media
RTL Nederland	Media
Telegraaf Media Groep	Media
FRESENIUS/NPBI	Medical
Orde van Medisch Specialisten	Medical
Pepscan	Medical
Koninklijke Joh. Enschedé	Other
Power Tower	Other
Sdu	Other
Sodexo	Other
Trigion	Other
Clingendael Instituut	Other Service Provider
RDM	Other Service Provider
ALTANA Pharma	Pharmaceuticals
PPL Therapeutics	Pharmaceuticals
Procter & Gamble Pharmaceuticals	Pharmaceuticals
TNT	Postal Services
Meeus	Real estate
Alcatel	Telecommunications
EnerTel	Telecommunications
KPN	Telecommunications



Telfort	Telecommunications
Airport Eindhoven	Transport
Airport Niederrhein	Transport
Arriva	Transport



## Route description

### From Amsterdam:

- On the interchange Prins Clausplein take the A12 to Den Haag
- Continue on the A12 (after 2.7 km) in the direction of Den Haag Centrum
- After 4.1 km turn left on to the Zuid -Hollandlaan
- After 450m turn left on to the Koningskade
- After 350m turn right on to Korte Voorhout
- Take the second right on to Lange Voorhout
- After 140m continue left on Lange Voorhout

### From Utrecht:

- On the interchange Oudenrijn take the A12, E25, E30 to Den Haag
- After 56km turn left on to the Zuid-Hollandlaan
- After 450m turn left on to the Koningskade
- After 350m turn right on to Korte Voorhout
- Take the second right on to Lange Voorhout
- After 140m continue left on Lange Voorhout

### From Rotterdam:

- From the A13 (E19), after 13km, on the interchange Ypenburg continue in the direction of Amsterdam
- After 2.7km, on the Prins Clausplein interchange, take the A12 in the direction Den Haag
- After 4.1 km turn left on to Zuid-Hollandlaan
- After 450m turn left on to Koningskade
- After 350m turn right on to Korte Voorhout
- Take the second right on to Lange Voorhout
- After 140m continue left on Lange Voorhout

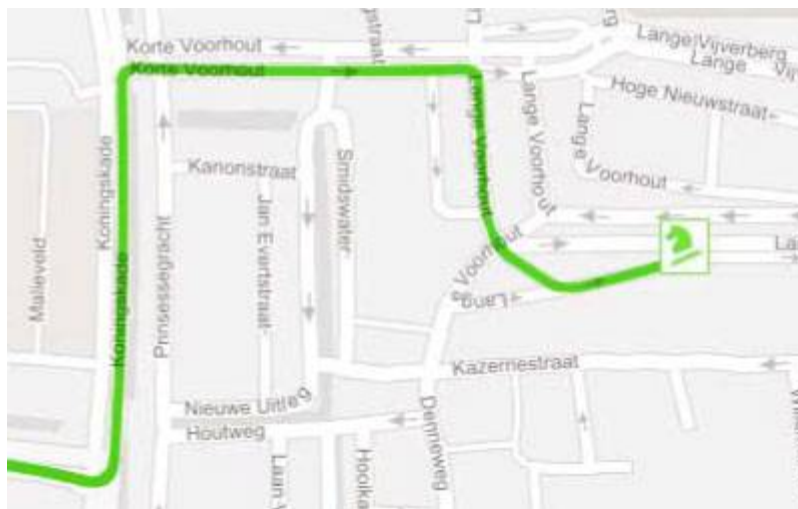
### Car Park "Plein"

- From Zuid-Hollandlaan, after 450m turn left on to the Koningskade
- After 350m turn right on to Korte Voorhout
- Take the first left on to Lange Houtstraat
- After 150m enter car park "Plein"



**Public transport:**

By public transport, Meines & Partners is easiest to reach from The Hague Central (*Den Haag Centraal*) train station. From the train station, you can reach our office on Lange Voorhout by taxi (5 minutes); on foot (10 minutes) or by tram (5 minutes, take tram 16 or 17 from beside the station).



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