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Global trade & the Dutch hub: understanding variegated forms of embeddedness of international trade in the Netherlands: clothing, flowers, and high-tech products

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Appendix 1

Topic list of interviews with firms

1. The firm:
 - a. location(s)
 - b. activities
 - c. product
 - d. role in the value chain

2. Knowledge
 - a. needs
 - b. development (of firm and individual staff members)

3. Relations of the firm
 - a. with customers
 - b. with (service) suppliers
 - c. with competitors
 - d. with other organizations (industry, government etc.)

4. Staff of the firm
 - a. educational background
 - b. work experience

5. Geography
 - a. of firm relations
 - b. of staff origin
 - c. of knowledge development of staff

6. Developments in the value chain of relevance to the firm

Appendix 2

List of interviews and meetings attended

<i>Persons interviewed</i>	<i>yymmdd</i>
Mr. N Anten <i>General Manager Connekt</i>	050324
Mr. A. Barberi Ettaro <i>Senior Consultant International Trade MODINT</i>	060214
Mr. L. Bisschops <i>General Manager Gerlon b.v</i>	060501
Mr. Boerlage <i>Representative Terra Nigra</i>	070424
Mr. R. Brouwer <i>Representative in the Netherlands Senghong Fashion</i>	070126
Mr. M. Claessen <i>General Manager FloraHolland Aalsmeer</i>	080929
Mr. C. De Bruin <i>General Manager Du Pon & De Bruin</i>	060530
Mr. M. Dekker <i>General Manager De Gooijer International B.V</i> <i>Member of management board of VGB (organization of wholesale traders in horticultural products)</i>	070206
Mr. E. Denekamp <i>CEO World Fashion Centre Amsterdam</i>	060206
Mr. W. Duyts <i>Chair of Huurdersvereniging World Fashion Centre Amsterdam</i>	081024
Mr. R. Ebbing <i>General Manager Christian Sijnen Mode</i>	060505
Mr. P. Feith <i>General Manager Men's Club Fashion</i>	080811
Mr. B. van Gils <i>General Manager The Makers b.v.</i>	060531
Mr. P. Goejer <i>General Manager, entrepreneur Style Circuit/Gift Master</i>	060420

Global trade and the Dutch hub

Mr. S. van Haaren <i>Manager Supply Chain Management Nikon Europe b.v.</i>	081028
Mr. B. Hampsink <i>Former General Manager TNT Fashion Logistics</i>	070108
Mr. R. Hartnack <i>Former Director Contract Logistics, Unique Logistics</i>	080822
Mr. E. Hendrikse <i>Commercial Director Geodis Logistics Benelux</i>	080821
Mr. F. Heuckeroth van Hessen <i>Former Marketing Manager Cargo, Schiphol Cargo</i>	070525
Mr. J. van Hoek <i>Logistics Supervisor UTi Nederland b.v.</i>	080818
Mr. S. Hofstra <i>Project Manage, Air Cargo Netherlands</i>	050308
Mr. R. van der Horst <i>Marketing Specialist the Netherlands, FedEx Express Europe, Middle East, Indian Subcontinent & Africa</i>	080201
Mr. H. Jordaan <i>Professor Amsterdam Fashion Institute, consultant</i>	060127
Mr. B. Kasteel <i>Buying Director Wibra</i>	081015
Mr. H.J.J. Kloosterman <i>Director Urban Xchange - strategist Green Park Aalsmeer</i>	070124
Mr. A. Koekoek <i>Representative Hilverda</i>	070418
Mr. M. Kooij <i>General Manager Kooij</i>	070413
Mr. B. Kos <i>Chair of Huurdersvereniging World Fashion Centre Amsterdam</i>	081023
Mrs. W.C.W.A Kreeft <i>Manager Mervin Marx Europe B.V.</i>	060412
Mr. R. Kwaspen <i>General Manager Textiel Fabrieken H. van Puijenbroek (HAVEP) and Bucofa</i>	060501
Mrs. S. Laan <i>General Manager Nikon Holdings Europe b.v.</i>	081028
Mr. H. van Laar <i>Representative Goederenvervoer Randstad (GOVERA)</i>	050315

Appendix 2: List of interviews and meetings attended

Mr. J. Lanning	070122
<i>Responsible for trade policy at HBAG – sector flowers and plants (hoofdbedrijfsschap agrarische groothandel)</i>	
Dr. J. Levelt	060926
<i>Education Manager Apple</i>	
Dr. G.-J. Linders	070223
<i>Assistant Professor, Department of Spatial Economics, Vrije Universiteit Amsterdam</i>	
Dr. M. Luppés	070111
<i>Project Manager Speerpunt Internationale Economische Relaties (Focus on International Economic Relations), CBS (Statistics Netherlands)</i>	
Mr. S. Moons	080923
<i>Senior Economist Directorate General for Foreign Economic Relations, Ministry of Economic Affairs</i>	
Prof. Dr. J. van Nunen	081118
<i>Professor Operations Research and Information Sciences Erasmusuniversiteit Rotterdam</i>	
Mr. T. van den Oetelaar	081118
<i>Business Development Director Rhenus Contract Logisticsics b.v.</i>	
Mr. M. Onclin	070420
<i>General Manager Tele Flower Auction</i>	
Mr. R. van Os	060420
<i>CEO A&Q Fashion b.v.</i>	
Mr. B. Radstaak	050308
<i>General Manager Air Cargo Netherlands</i>	
Mr. A. Roos	050329
<i>General Manager Centraal Bureau voor de Rijn en Binnenvaart</i>	
Mr. M. de Ruiter	070404
<i>Supply Chain Consultant Flora Holland (former VBA)</i>	
Mr. P. van Ruler	070124
<i>General Manager Green Park Aalsmeer</i>	
Dr. M. Scheffer	070129
<i>Lector Textile en Fashion Management, Saxion Hogeschool</i>	
Mr. R. Smit	070309
<i>Area Manager Import FloraHolland, Naaldwijk</i>	
Mr. R. Taal	080908
<i>Director Public Sector and EMEA Healthcare Netherlands, Dell</i>	
Mr. M. Tak	060420
<i>Co-director Trescona B.V.</i>	

Mrs. J. Tiesinga	070109
<i>Programma Internationaal Zakendoen, Kamer van Koophandel Amsterdam, Afdeling regiostimulering</i>	
Mr. D. van der Velden	060503
<i>General manager ILG</i>	
Drs. A.F. Veldhuyzen van Zanten	070130
<i>CEO Royal Van Zanten</i>	
Mr. S. van het Verlaat	050323
<i>General Manager Voorlichtingsbureau Shortsea</i>	
Mr. E. Vermeulen	060501
<i>Sales Coordination, Gerlon b.v.</i>	
Mr. G. Vriend	080811
<i>Director Business Development DHL Exel Supply Chain</i>	
Mrs. T. van der Wansem	060504
<i>General Manager Men's Club Fashion</i>	
Mr. J. Wijker	060411
<i>Director Label Support/Summum Womens Wear</i>	
Mr. J. Willemse	080829
<i>Manager Operations Computer Systems, Toshiba information systems Benelux</i>	
Mrs. D. Winters	081007
<i>Commercial Manager General Cargo, Containers & Logistics Port of Amsterdam</i>	
Mr. N. de Wit	070614
<i>Transport Manager Van Es Transport b.v.</i>	
Mr. K. Zandbergen	070413
<i>Sales representative Blumex</i>	
Mrs. A. Zeimentz	070222
<i>Managing Director European Operations, Donna Karan</i>	
Mrs. M. Zevenhuizen	070228
<i>Marketing Manager Rucanor</i>	
Mr. M. van Zijverden	081101
<i>CEO Dutch Flower Group</i>	
Mrs. Drs. R. Zuurbier	070410
<i>General Manager Zuurbier Rozen</i>	
Mr. P. van der Zweep	070416
<i>Representative VGB (Organization of Wholesalers in Floricultural products)</i>	
Mr. J. Zwetsloot	070209
<i>Former director HOBAGO</i>	

Personal communication with representatives of

<i>Actebis Computers b.v.</i>	090731
<i>BAS Distributie</i>	090730
<i>Fashion Solution</i>	060828
<i>Nike, business development</i>	070109
<i>Van den Bos Lily Pact b.v.</i>	070308

Meetings attended

Avonden aan de Amstel, 'De promotie van jonge Nederlandse modeontwerpers' (The promotion of young, Dutch fashion designers)	061005
<i>Modint & Amsterdam Fashion Institute, Amsterdam</i>	
Avonden aan de Amstel, 'Dutch XXL'	071122
<i>Modint & Amsterdam Fashion Institute, Amsterdam</i>	
Avonden aan de Amstel, 'Mode met de muis' (Fashion on Internet)	071214
<i>Modint & Amsterdam Fashion Institute, Amsterdam</i>	
Avonden aan de Amstel, 'Nederland productieland!' (The Netherlands production country!)	090205
<i>Modint & Amsterdam Fashion Institute, Amsterdam</i>	
Creating the future in global trade and logistics	081107
<i>Erasmus University, Rotterdam</i>	
Currid, E. (2009), 'Creative cities: the Warhol economy'	090224
<i>AMIDSt Lecture Series, Universiteit van Amsterdam</i>	
Flora Holland Trade Fair	070309
<i>Flora Holland, Naaldwijk</i>	
GOVERA congres 'Pluk de vruchten van Govera' (Take advantage of Govera)	041015
<i>Amsterdam</i>	
Hortifair 2007	071112
<i>RAI, Amsterdam</i>	
Hortifair 2008	081016
<i>RAI, Amsterdam</i>	
Kom in de Kas!	070331
<i>Different locations in the Netherlands, especially location Zevenhuizen</i>	
Prahalad, C.K., 'The future of global business gateways: network innovation'	090312
<i>AMIDSt Lecture Series, Universiteit van Amsterdam</i>	