**Press release Holland Circular Economy Week**

From 11-14 June the Netherlands showed why the circular hotspot is during the Holland Circular Economy Week. During this week, organized by the platform Holland Circular Hotspot, we received over 150 visitors from 20 countries and regions that want to cooperate with the Netherlands. The focus was on sharing knowledge, business development and facilitating partnerships to accelerate and upscale the transition to a circular economy.

During the week, activities were organized to give international visitors an idea of ​​what the Netherlands has to offer in the field of circular economy. As a kick-off for the week full of CE knowledge exchange, the entire international delegation of more than 150 people was welcomed by Secretary of State Stientje van Veldhoven. The rest of the week consisted of speeches by inspirational speakers such as Jacqueline Cramer, Jan Peter Balkenende, Thomas Rau, but also panel discussions with Joost de Kluijver from startup Closing the Loop, Ladeija Godina Košir from Circular Change (Slovenia), Douwe Jan Joustra from C & A Foundation. After a day full of visits to Dutch circular innovations, the week ended with matchmaking. With more than 500 participants throughout the week, 200 matchmaking meetings and 6 Memoranda of Understanding, Holland Circular Hotspot looks back on a successful event.

**Background information**

*The Netherlands has expressed the ambition to be completely circular in 2050. International cooperation, knowledge and technologies from other countries and upscaling of circular business is necessary to realize our ambitions and achieve our objectives. Various countries and regions are therefore invited for a week of knowledge sharing and to build up a valuable network with businesses, governments and knowledge institutes.*

*The Holland Circular Economy Week is an initiative of Holland Circular Hotspot and is organized with the aim of scaling up and accelerating the transition to a circular economy. The initiative is supported by the national government (I & W, RWS and RVO) and a number of sponsors (Rabobank, Renewi, C & A Foundation and Philips).*

*The platform Holland Circular Hotspot is an informal joint venture between governments, companies and knowledge institutions for the internationalization of Dutch knowledge and technology in the field of circular economy. Recently, private parties have set up a HCH foundation to strengthen this cooperation.*

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