

# THIS IS YOUR GUIDE.

Welcome to Rotterdam





**CONNECTING MINDS,  
CREATING ENERGY,  
EMBRACING THE FUTURE.**

**Rotterdam  
Guide 2024**



# **DEAR FRIEND**

We are delighted to be hosting this year's GIC and extend a warm greeting to all of you. Our team has worked hard to ensure that your stay in the Netherlands is both comfortable and inspiring.

In this brochure, you will find all the necessary information regarding the GIC event, as well as details about Rotterdam. We hope this guide enhances your experience and allows you to make the most of your time here. And if you have the opportunity, on the last pages, you'll find a selection of our favorite hotspots.

See you around,  
Team Tchai

## **WE ARE HAPPY TO ASSIST YOU:**

Contact details Team Tchai  
Nikki Jegen: +31 6 40 69 38 80  
Bas-Jan Dorst: +31 6 25 09 67 56





# ARRIVAL

## **From Amsterdam Schiphol Airport:**

- Train: Take the train from Schiphol Airport to Rotterdam Central (approx. 25-30 min).
- Metro/Tram: From Rotterdam Central, take Metro line D or E to Wilhelminaplein (approx. 5 min).
- Walk: Walk to Bruno Hotel (5 min).

## **From Rotterdam The Hague Airport:**

- Bus: Take Bus 33 to Meijersplein (approx. 10 min).
- Metro: From Meijersplein, take Metro line E to Wilhelminaplein (approx. 20 min).
- Walk: Walk to Bruno Hotel (5 min).

## **From Rotterdam Central Station:**

- Metro: Take Metro line D or E to Wilhelminaplein (approx. 5 min).
- Walk: Walk to Bruno Hotel (5 min).

## **By Car:**

- Route: Drive to Wilhelminakade, Rotterdam.
- Parking: Parking is available underneath the Hotel.
- Walk: Walk to Bruno Hotel (0 min). Additional Information:
- Uber or Bolt: Uber and Bolt are easy and safe to use in and around Rotterdam via their apps.





# PROGRAM

## Wednesday: June 12th

Arrival Day

18:00 – 21:00 Welcome by Kim  
Tchai with drinks & bites @ Bruno Hotel  
Everybody present, start the social program

## Thursday: June 13th

07:00 | Walk-in breakfast  
08:30 | Welcome (coffee, tea, juice and a small breakfast snack)  
09:00 | Country 1 – Tchai Int.  
09:45 | Country 2 – Dekor  
10:30 | Coffee break  
10:45 | Country 3 – Diestra  
12:30 | Lunch  
13:30 | Country 4 – Gorrie  
14:15 | Country 5 – Pretty Sun  
15:00 | Break  
15:15 | Sustainability Presentation  
17:00 | Free-time

## Friday: June 14th

07:00 | Tchai Yoga & Meditation @ Hotel Rooftop (optional)  
07:00 | Walk-in breakfast  
08:30 | Welcome (coffee, tea, juice and a small breakfast snack)  
09:00 | Country 6 – Mojo  
09:45 | Country 7 – Estudio Penta  
10:30 | Coffee break  
10:45 | Country 8 – MSI Design  
11:30 | Country 9 - Rise  
12:15 | Take-away Lunch + 15 min. walk to Remastered  
Experience Everybody present, start the social program  
13:00 | Remastered Experience  
14:15 | Rotterdam Retail Tour by TukTuk & Bicycle  
17:45 | Free time  
18:45 | Dinner @ Asian Glories  
22:00 | Enjoy another drink in the city or head back to the  
hotel (at own transportation)

### Saturday: June 15th

- 07:30 | Walk-in breakfast
- 08:30 | Welcome (coffee, tea, juice and a small breakfast snack)
- 09:00 | Country 10 – Redbox
- 09:45 | Presentation New Platform Deep Viewer
- 10:30 | Coffee break
- 10:45 | Country 12 – MMC Display
- 12:30 | Lunch Putaine
- Everybody present, start the social program
- 15:45 | Water taxi
- 19:00 | Free-time

### Sunday: June 16th

- 07:00 | Tchai Yoga & Meditation @ Hotel Rooftop
- 07:30 | Walk-in breakfast
- 08:30 | Welcome (coffee, tea, juice and a small breakfast snack)
- 09:00 | Country 13 – Rexpro
- 09:45 | Country 14 – Merlun Group
- 10:30 | Coffee break
- 10:45 | Country 15 – MHS
- 11:30 | Country 16 – Idea Form
- 12:30 | Lunch
- 13:30 | Country 17 - Adsells
- 14:30 | Workshop Storytelling
- 15:15 | Break
- 15:30 | Workshop Storytelling
- 16:45 | Free-time

### Monday: June 17th

- 07:00 | Walk-in breakfast
- 08:30 | Departure with bus to Tchai Office
- Please Note: Businesss and social program combined till 14.00
- 09:00 | Welcome @ Tchai Office
- 09:15 | Tchai Tour by Ed Tchai & Kim Tchai
- 10:00 | Tchai Lab & AI Presentation
- 10:45 | Coffee break
- 11:00 | Parallel Session Activation
- 12:00 | Business Meeting: Voting
- 12:30 | Lunch
- 13:30 | Business Meeting
- 16:15 | Bus departure to Bruno Hotel
- 18:20 | Water taxi 1 departure
- 18:45 | Water taxi 2 departure
- 19:00 | Host Dinner @ Zalmhuis
- 23:00 | Bus departure to Bruno Hotel

### Tuesday: June 18th

Departure Day



# HOTEL INFORMATION

- Check-in: From 16:00h (4 PM)
- Check-out: Until 12:00h (12 PM)
- Breakfast: Served from 7:00h, on Saturdays and Sundays from 7:30h
- Parking: Available under the hotel. Cost €25,00 p. day or €3,50 p. hour, make your reservation upfront [here](#)
- Wifi: Wifi-Mate through the whole city of Rotterdam
- Gym access for guests incl. infrared sauna
- Washing service available

The hotel is located on Kop van Zuid. Nearby attractions include:

- **Hotel New York:** Great for a drink at the terrace by the water
- **Rolph's Deli:** Delicious breakfast spot
- **LantarenVenster:** To catch a good movie
- **Katendrecht:** Accessible via the bridge, featuring Fenix Food Factory
- and more...

For more information, visit: [Room Mate Bruno Hotel](#)





# KATENDRECHT



**Hoerenloper Brug**



**Fenix Loodsen: [www.fenixfoodfactory.nl](http://www.fenixfoodfactory.nl)**



**Cafe De Oude Hoer: [www.cafedeouwehoer.nl](http://www.cafedeouwehoer.nl)**



# DRESSCODE

Dresscode during the whole GIC meeting is casual.

Pack the following items in your suitcase specifically for these activities.

## **Daily Activities:**

For Friday and Saturday, wear comfy shoes for easy walking.

## **Yoga Classes:**

If you prefer to join the yoga class, wear comfortable, stretchy clothes.

## **Host Dinner:**

Wear your most colorful Botanical City Chic outfit. Think vibrant florals, lush greens, and playful prints that capture the essence of a blooming garden in the city.





# TRANSPORT



➤ In Rotterdam, getting around is easy with the metro or tram.

➤ Need a cab? Uber and Bolt are active in Rotterdam. Or call Sint Job Taxi  
+31 10 42 57 00

➤ Or take the water taxi, with a pickup point close to the hotel.

➤ The Netherlands is a cycling country, so you can opt for a shared bike or a shared scooter as well.



# ***WELCOME TO ROTTERDAM***

Rotterdam, a vibrant port city in the Netherlands, is truly unique with its modern skyline alongside historic architecture and modern architecture. Renowned for its innovative spirit, Rotterdam is a hub of creativity, design, and forward-thinking urban development.

This dynamic city boasts a rich cultural scene, with world-class museums, art galleries, and theaters. From the iconic Markthal to the bustling door lively Witte de Withstraat, Rotterdam offers a diverse culinary landscape sure to tantalize any palate.

With its bustling port, Rotterdam is a melting pot of cultures, making it a lively and cosmopolitan destination. Explore the picturesque canals, stroll through charming neighborhoods like Delfshaven, or take in panoramic views from the iconic Euromast.

Whether you're captivated by its architectural wonders, inspired by its entrepreneurial spirit, or simply drawn to its welcoming atmosphere, Rotterdam has something for everyone. Experience the energy and excitement of this dynamic city, where tradition meets innovation in perfect harmony.





# INFORMATION

## SAFETY

Rotterdam is generally safe with a low rate of violent crime. However, be mindful of petty crime like pickpocketing and bike theft, especially in crowded areas. Public transport is safe, and the city is well-lit at night. Taking standard precautions will ensure a pleasant visit.

## **Emergency number for police, ambulance, fireman is 112**

## TIMEZONE

The time zone in Rotterdam is Central European Time (CET), which is UTC+1. During daylight saving time, it switches to Central European Summer Time (CEST), which is UTC+2.

## CURRENCY

The currency in Rotterdam, as in the rest of the Netherlands, is the Euro (€).

## WEATHER

In June, the weather in Rotterdam is typically mild to warm. Average temperatures range from 12°C (54°F) during the night to around 21°C (70°F) during the day. Rain is possible, but June is generally one of the drier months, with occasional showers.

## DINER

It is advisable to make a reservation in advance at most restaurants.

## ROOMSERVICE

By using a QR code in the hotel room, you can order room service from various restaurants in the Foodhallen, which is located next door. Find more information at the hotspots located at the back

## **Contact details Team Tchai**

Nikki Jegen: +31 6 40 69 38 80

Bas-Jan Dorst: +31 6 25 09 67 56



# TCHAI'S FAVORITES

The River Bar Rotterdam is a popular hotspot located alongside the river in Rotterdam. Known for its scenic views and vibrant atmosphere, it's a favorite among locals and visitors alike. With its relaxed ambiance and selection of drinks, the River Bar offers a great place to unwind and enjoy the city's waterfront. [More info](#)





# HOTSPOTS – FOOD

Bar Bu is a trendy bar located in Rotterdam, known for its stylish decor, extensive drink menu, and lively atmosphere. It's a popular spot for both locals and tourists to enjoy cocktails, socialize, and experience the city's nightlife. [More info](#)





# HOTSPOTS – FOOD

Loos Rotterdam is a contemporary restaurant and bar situated in the historic Veerhaven area of Rotterdam. Known for its sleek design and scenic waterfront views, Loos offers a diverse menu featuring fresh seafood, steaks, and creative cocktails. It's a favorite destination for both dining and socializing in the city. [More info](#)





# HOTSPOTS – FOOD

The Harbour Club Rotterdam is a luxurious dining establishment located in the city's bustling harbor area. Known for its upscale ambiance, stylish decor, and waterfront views, it offers a fine dining experience with a focus on seafood and steak dishes. The restaurant attracts both locals and visitors seeking a sophisticated culinary experience in Rotterdam.

[More info](#)





# HOTSPOTS – FOOD

21 Pinchos is a vibrant tapas bar located in Rotterdam, offering a diverse selection of small bites known as pinchos. With a lively atmosphere and cozy ambiance, it's a popular spot for socializing and enjoying a variety of Spanish-inspired flavors. [More info](#)





# HOTSPOTS – FOOD

Grace Rotterdam is a chic and contemporary restaurant located in the heart of Rotterdam. With its stylish decor and upscale ambiance, Grace offers a refined dining experience featuring modern European cuisine with innovative twists. It's a popular destination for both locals and visitors seeking an elegant culinary experience in the city. [More info](#)





# HOTSPOTS – FOOD

1NUL8 Basement is a trendy underground bar located in Rotterdam. Known for its unique setting and vibrant atmosphere, it's a popular spot for cocktails, music, and socializing. The basement ambiance adds to its appeal, making it a favorite among locals and visitors looking for a cool and atmospheric place to unwind. [More info](#)





# ***HOTSPOTS – FOOD***

The Asian restaurant Azura is located in Rotterdam and is known for its diverse Asian cuisine, ranging from sushi and sashimi to dishes from various Asian regions. It offers a modern and stylish dining experience. [More info](#)





## HOTSPOTS – FOOD

Café de Ouwehoer is a lively café located in Katendrecht, Rotterdam. It's known for its cozy atmosphere, hospitality, and vibrant community. With a nod to the neighborhood's past, the café serves as a meeting place for a diverse audience, often featuring live music and events. [More info](#)





# HOTSPOTS – FOOD

Discover the delightful Thai cuisine of DeliBird in Rotterdam's vibrant Katendrecht. This intimate restaurant offers an array of authentic Thai dishes to enjoy, whether you prefer dining in or grabbing a tasty takeaway. With a menu full of flavorful options and a cozy atmosphere, DeliBird is the perfect place to treat your taste buds to the delicious flavors of Thailand.

[More info](#)





# HOTSPOTS – FOOD

Kaapse Brouwers is a well-known brewery located in Katendrecht, Rotterdam. They are renowned for their high-quality craft beers with bold flavors and unique ingredients. The brewery features a lively tasting room where visitors can enjoy a wide range of beers, from classics to seasonal and experimental brews. With a passion for craftsmanship and innovation, Kaapse Brouwers has built a strong reputation in the Dutch craft beer scene. [More info](#)





# HOTSPOTS – FOOD

The Foodhallen is a vibrant culinary hotspot located in Rotterdam, offering a diverse selection of food and drink options in a lively indoor market setting. Visitors can enjoy a variety of cuisines from around the world, served up by a range of food vendors housed within the hall. From gourmet burgers to sushi, tacos to artisanal cocktails, the Foodhallen provides something to satisfy every palate. It's a popular destination for foodies and a social hub where friends and families can gather to enjoy a delicious meal in a relaxed atmosphere.

[More info](#)

## NICE TO KNOW:

By using a QR code in the hotel room, you can order room service from various restaurants in the Foodhallen, which is located next door.





# HOTSPOTS – FOOD

Witte de Withstraat is a vibrant street in the heart of Rotterdam known for its lively atmosphere, diverse dining options, trendy boutiques, and thriving art scene. It's a popular destination for locals and tourists alike, offering a mix of cultural experiences, nightlife, and shopping opportunities.

Whether you're looking for a cozy cafe, stylish restaurant, or contemporary art gallery, Witte de Withstraat has something for everyone. [More info](#)





# HOTSPOTS – FOOD

After 10 years in the industry, Friet Boutique by owners Sammy and Pebbles has been selling moments in the form of ice cream, fries and other tasty snacks. And because they like to make it a party for everyone, they have meat, vegetarian and even vegan snacks. [More info](#)





# HOTSPOTS – FOOD

The Fenix Food Factory in Katendrecht, Rotterdam, is a lively food hall housed in a renovated warehouse. It offers a diverse range of artisanal food and beverages, with a focus on local and sustainable products. Visitors can explore stalls offering everything from freshly baked bread and cheeses to craft beers and specialty coffees. The atmosphere is vibrant, and the space often hosts events, workshops, and markets, making it a dynamic hub both culinary and cultural. [More info](#)





# HOTSPOTS – NIGHTLIFE

The Oude Haven, or Old Harbor, is a historic and picturesque area in Rotterdam, known for its charming waterfront views, quaint cafes, and vibrant nightlife. It's one of the oldest parts of the city, with many of its buildings dating back to the 17th century. The Oude Haven is a popular destination for tourists and locals alike, offering boat tours, outdoor dining, and cultural events throughout the year. It's a must-visit location for anyone exploring Rotterdam's rich maritime history and dynamic cityscape. [More info](#)



Rene Bosselaar





# HOTSPOTS – NIGHTLIFE

De Meent is a vibrant and bustling street in the heart of Rotterdam, known for its diverse shopping, dining, and entertainment options. It features a wide array of trendy boutiques, fashion stores, cafes, and restaurants, making it a popular destination for both locals and visitors looking for a dynamic urban experience. De Meent also hosts events and markets throughout the year, adding to its lively atmosphere and appeal. [More info](#)







## ***HOTSPOTS – CULTURAL***

The Kunsthall is a renowned museum located in Rotterdam, known for its innovative and diverse exhibitions showcasing contemporary art, photography, design, and culture.

Designed by the world-renowned architect Rem Koolhaas, the Kunsthall offers a dynamic space for both established and emerging artists to display their work. With its rotating exhibitions and educational programs, the Kunsthall attracts art enthusiasts and visitors from around the world, contributing to Rotterdam's vibrant cultural scene. [More info](#)





## ***HOTSPOTS – CULTURAL***

The Wereldmuseum, or World Museum, is a cultural institution located in Rotterdam, dedicated to exploring the diversity of world cultures through its extensive collection of art, artifacts, and ethnographic objects. Founded in 1883, the museum offers exhibitions and programs that highlight the rich cultural heritage of various regions, including Asia, Africa, Oceania, and the Americas. [More info](#)





## ***HOTSPOTS – CULTURAL***

The Euromast is an iconic landmark and observation tower in Rotterdam, offering panoramic views of the city and its surroundings. Standing at 185 meters tall, it provides visitors with breathtaking vistas from its observation decks, which are accessible by elevator. Originally built in 1960, the Euromast has become a symbol of Rotterdam and a popular tourist attraction. In addition to its observation decks, the tower also houses a restaurant and event space, making it a versatile destination for dining, sightseeing, and special occasions. [More info](#)





## ***HOTSPOTS – CULTURAL***

The Markthal, or Market Hall, is an architectural marvel and culinary destination located in the heart of Rotterdam. This horseshoe-shaped building features a stunningly colorful mural covering its interior ceiling, depicting an array of fruits, vegetables, and other foods. Inside, visitors can explore a bustling marketplace offering a wide variety of fresh produce, meats, cheeses, and international cuisines.

The Markthal also houses shops, restaurants, and apartments, making it a vibrant hub for shopping, dining, and cultural experiences in Rotterdam. [More info](#)





## ***HOTSPOTS – CULTURAL***

The Kubuswoningen, or Cube Houses, are a distinctive architectural landmark in Rotterdam. Designed by architect Piet Blom in the 1970s, these cube-shaped homes are tilted at a 45-degree angle and built atop hexagonal pylons.

The concept behind the design was to create high-density housing while maximizing space and light. Today, the Kubuswoningen have become an iconic symbol of Rotterdam and attract visitors from all over the world. [More info](#)





## ***HOTSPOTS – CULTURAL***

The SS Rotterdam is a historic ocean liner and iconic landmark permanently docked in Rotterdam, the Netherlands. Launched in 1958, the SS Rotterdam served as a flagship for the Holland America Line until its retirement in 2000. Today, it has been restored and repurposed as a hotel, restaurant, and museum, offering visitors the opportunity to experience the grandeur of ocean travel from the mid-20th century. Guests can explore the ship's elegant interior, dine in its restaurants, and even stay overnight in one of its luxurious cabins. The SS Rotterdam is a popular tourist attraction, combining maritime history with modern amenities for a unique and memorable experience. [More info](#)

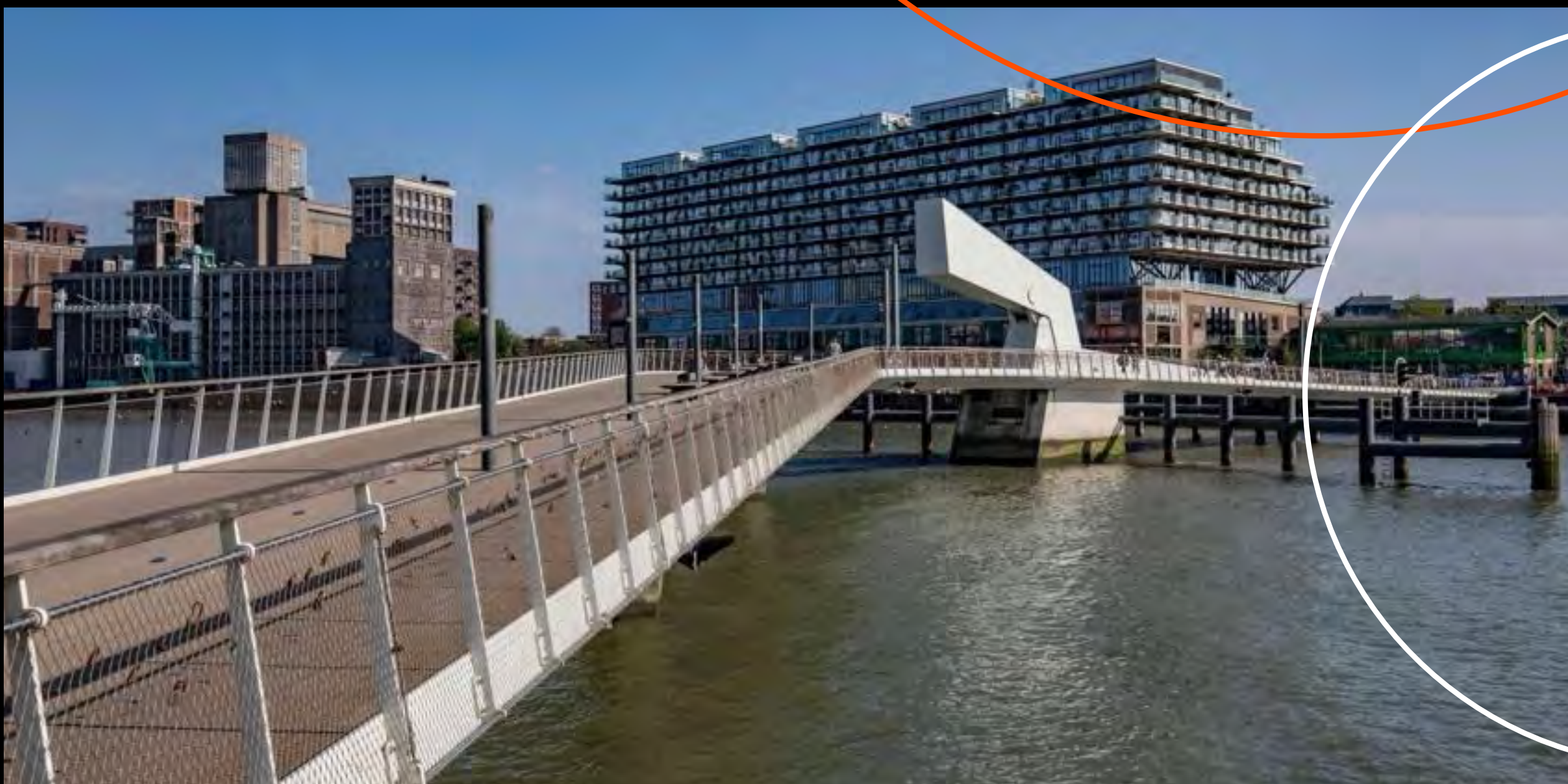




## ***HOTSPOTS – CULTURAL***

Katendrecht, located in Rotterdam, is a neighborhood with a rich history and vibrant atmosphere. Once a rough harbor area, it has undergone a remarkable transformation in recent decades. It offers a blend of historic charm and modern amenities, featuring trendy eateries, cozy cafes, and cultural institutions. Popular attractions include the Fenix Food Factory and the iconic ss Rotterdam. [More info](#)





## ***HOTSPOTS – CULTURAL***

The Hoerenloperbrug, also known as the ‘Rijnhavenbrug’, connects the neighborhoods of Katendrecht and Wilhelminapier in Rotterdam. With its striking design featuring an elegant arch, the bridge serves as both a functional passage for pedestrians and cyclists and a landmark offering picturesque views of the city. The nickname “Hoerenloperbrug” stems from Katendrecht’s historical association as a former red-light district, but today, the bridge holds more of a symbolic significance as a link between two prominent parts of Rotterdam.

[More info](#)





## ***HOTSPOTS – SHOPPING***

Margreeth Olsthoorn is a well-known clothing store in Rotterdam. It's renowned for its selection of high-end fashion for both men and women, with a focus on timeless pieces from reputable designers. The store offers a luxury shopping experience with personalized service and expert advice from the friendly staff. It's a destination for fashion-conscious customers seeking unique and stylish clothing items. [More info](#)







## ***HOTSPOTS – SHOPPING***

Zara is a globally renowned fashion retailer known for its trendy clothing and accessories for men, women, and children. Zara stores offer a wide range of garments, from casual to formal wear, as well as shoes and accessories, all designed with an eye for the latest fashion trends. Zara is known for its fast production cycle and regular refresh of collections, ensuring customers always find something new and fashionable in-store. With its global presence, Zara is a popular destination for fashion enthusiasts worldwide. Enjoy some shopping in the biggest Zara worldwide and don't forget to drink a coffee at the Zara Café in store. [More info](#)







## ***HOTSPOTS – SHOPPING***

Keet Concept Store is a creative and innovative shop and mini department store located in the heart of Rotterdam. It offers a unique selection of products, including fashion, accessories, home decor, gifts, and more, all curated from a design-oriented perspective. The store serves as a platform for emerging designers, local artisans, and creative entrepreneurs to showcase and sell their work. With a vibrant and dynamic atmosphere, Keet Concept Store is a beloved destination for shoppers seeking unique and inspiring products. [More info](#)







## ***HOTSPOTS – SHOPPING***

ANSH46 is a renowned clothing store located in Rotterdam, the Netherlands. The store is known for its high-quality selection of fashion for both men and women, with an emphasis on stylish and avant-garde designs from international designers. ANSH46 offers a range of clothing items, accessories, and shoes from well-known fashion houses and emerging designers, making it a destination for aficionados of high-end fashion. The store is also known for its excellent customer service and expert advice, making it a favorite shopping destination for fashion enthusiasts. [More info](#)







## ***HOTSPOTS – SHOPPING***

Didi's Stroopwafels is a well-known stroopwafel shop in Rotterdam, where customers can enjoy fresh and artisanal stroopwafels. This delicious Dutch treat consists of two thin waffles with a sweet syrup filling in between, served warm and ready to indulge in. Didi's Stroopwafels is renowned for its authentic recipe and high-quality ingredients, making it a popular destination for both locals and tourists. [More info](#)







## ***HOTSPOTS – SHOPPING***

Skins Cosmetics is a renowned beauty and fragrance store located in Rotterdam. It offers a curated selection of high-end skincare, makeup, haircare, and fragrance products from leading luxury brands around the world. Skins Cosmetics is known for its exclusive offerings and personalized service, making it a popular destination for beauty enthusiasts looking for premium beauty products in Rotterdam. [More info](#)







## ***HOTSPOTS – SHOPPING***

De Bijenkorf Rotterdam is an iconic department store located in the heart of Rotterdam. It is one of the most luxurious and renowned department stores in the Netherlands, offering an extensive range of fashion, accessories, beauty products, home items, and more. De Bijenkorf is known for its exclusive brands, high-quality service, and stunning shopping experience. It features a wide array of designer labels and luxury goods, making it a beloved destination for shoppers seeking quality and style in Rotterdam. With its central location and elegant ambiance, De Bijenkorf is one of the city's most prominent shopping destinations. [More info](#)







## ***HOTSPOTS – SHOPPING***

Susan Bijl is a well-known Dutch brand of bags and accessories, founded by designer Susan Bijl. The brand is recognized for its colorful and functional designs, with sustainability and minimalist aesthetics at its core. Susan Bijl bags are made from recycled materials and are characterized by their simple yet striking designs. The brand has several stores, including one in Rotterdam, where customers can explore the full range of bags, accessories, and lifestyle products. [More info](#)







## ***HOTSPOTS – SHOPPING***

The Nishi Market in Rotterdam is a bustling Japanese mini-market that offers an authentic experience with a Rotterdam twist. It's a one-stop-shop for enthusiasts of Japanese culture, featuring a range of products like streetwear, gadgets, local snacks, bubble tea, and even a Japanese barber. This vibrant market brings the best of Japan directly to the heart of Rotterdam, allowing visitors to enjoy a unique and diverse shopping experience. [More info](#)







## ***HOTSPOTS – SHOPPING***

The Koopgoot, officially known as the Beurstraverse, is a popular shopping destination in the center of Rotterdam. This covered shopping passage connects the Coolsingel with the Lijnbaan and offers a wide range of stores, from major department stores to boutiques and specialty shops. The architecture of the Koopgoot is unique, with a lower section situated below street level, creating a distinctive and dynamic shopping environment. It's a favorite destination for both locals and tourists looking for shopping, dining, and entertainment in the heart of Rotterdam. [More info](#)







## ***HOTSPOTS – SHOPPING***

Shopping on Meent in Rotterdam is a unique experience. This lively shopping street offers a mix of trendy boutiques, international brands, and unique concept stores. Whether you're looking for the latest fashion trends or something unique and handmade, the diverse shops along the street have something for everyone. The bustling atmosphere, cozy cafes, and restaurants make shopping on Meent extra special. [More info](#)





**SEE  
YOU  
SOON.**