



DIETZ COMMUNICATIE BV

Bemuurde Weerd O.Z. 37, 3514 AP Utrecht • The Netherlands
T +31 (0)30 293 43 99 • F +31 (0)30 293 84 37
E info@dietzcommunicatie.nl • I www.dietzcommunicatie.nl

DIETZCOM MUNICATIE

Effective Communication

in real estate, construction, urban development and infrastructure

Dietz Communicatie is the leading communications agency in The Netherlands for urban development projects and brands. Dietz Communicatie is specialized in the development and the execution of communication strategies in the fields of building construction, real estate, urban development and infrastructure. Its clients are construction companies, cities and municipalities, counties, governmental agencies, ministries, project development companies and housing corporations.

Creating commitment

As an agile firm Dietz Communicatie is involved in projects at over fifty locations in the Netherlands. The agency is market leader in the field of seeking agreement and creating commitment for large and complex projects, like the Olympic Games 2028, the 262 meter high tower Belle van Zuylen and a national approach for 30 infrastructural projects - all at the same time. Political and public commitment is the most important precondition for building a realistic business case and successful sales. Being a specialist, the agency has developed its own approach and methods.

Successful branding

What is the strength and weakness of an area? What are the problems and the ambitions? Who are the most important players? What is the best way for an area to profile itself? As a necessary requisite for a successful strategic approach an area has to be branded. Dietz Communicatie is known for the branding of areas -and real estate.

Regarding business to business communication the agency has its own ways to create advantageous mixes of public relations and public affairs that strengthen the brand's relationships with its external stakeholders. Within the same strategy the brand values can be strengthened. For example, for Heijmans NV, the tender policy in The Netherlands was changed by organising a

think tank with well-known authorities in the field. This also resulted in a specific claim for Heijmans NV on the Dutch market.

The team

Performance, quality, personalized service and stability. The agency is lean and nimble, so it can respond quickly and focus on every client. All consultants have full knowledge of the territories, the key players and the processes. Together with the client they manage complex cases to a good ending.

Come visit us at Bemuurde Weerd O.Z. 37 in Utrecht

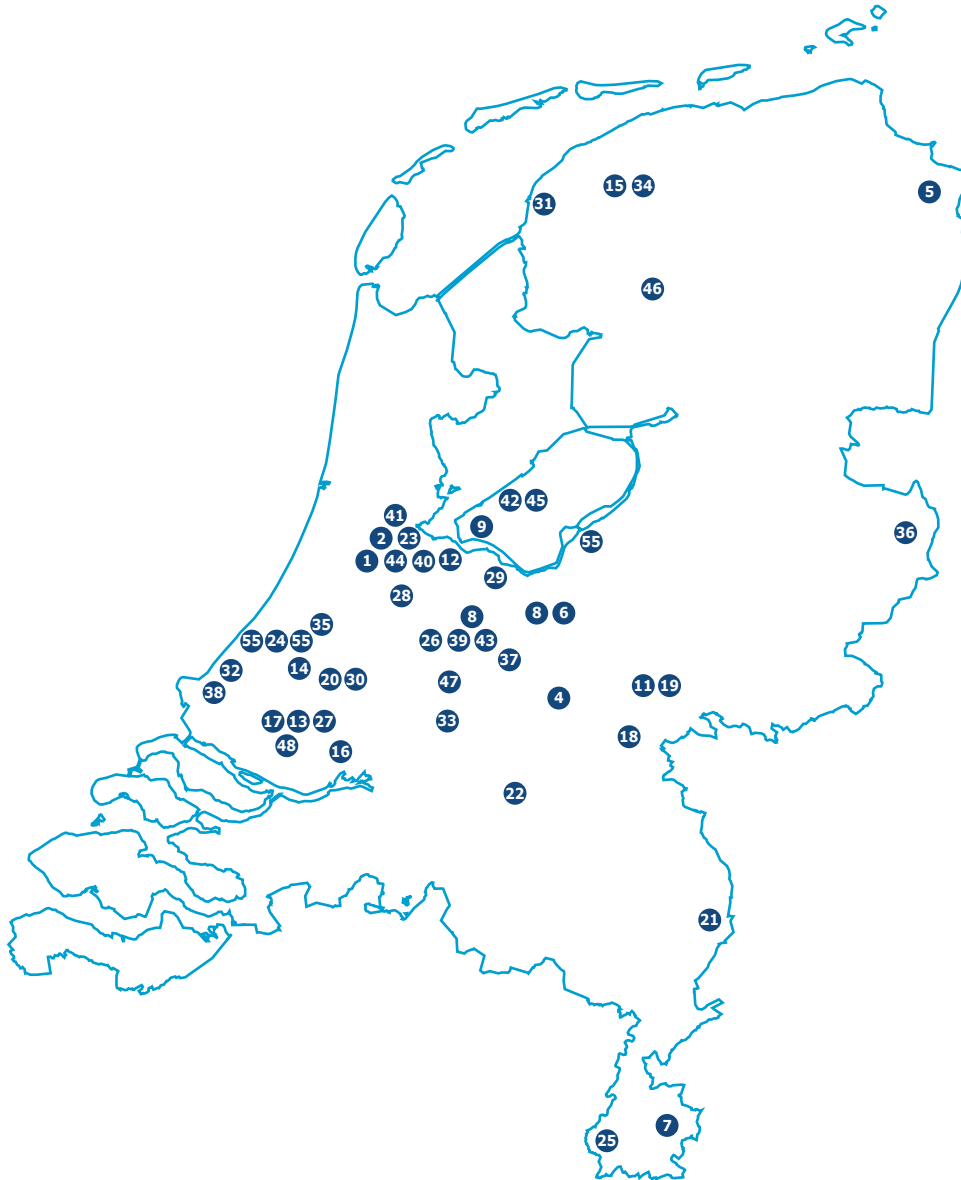




Effective Communication

in real estate, construction, urban development and infrastructure

Portfolio



- 1 Amsterdam Airport Area
- 2 Amsterdam Rai and Property NL
- 3 Arbouw
- 4 Association of considerate builders
- 5 Blauwestad
- 6 Belle van Zuylen Tower, Utrecht
- 7 Buitenring Parkstad, County of Limburg
- 8 Business Park Overvecht, Utrecht
- 9 City of Almere
- 10 City of Amersfoort
- 11 City of Arnhem
- 12 City of Naarden
- 13 City of Rotterdam
- 14 City of Zoetermeer
- 15 County of Friesland
- 16 Delta Development Group
- 17 Dutch Green Building Council
- 18 GEM Waalsprong Development Company
- 19 Giesbers Development Group
- 20 Gouderak Housing Corporation
- 21 Greenport Venlo
- 22 Heijmans
- 23 ING Real Estate
- 24 IPO, National Agency for the Dutch Counties
- 25 LHB Reinvestment Company
- 26 Lips Development
- 27 Maasstede Development
- 28 Municipality of De Ronde Venen
- 29 Municipality of Eemnes
- 30 Municipality of Gouderak
- 31 Municipality of Harlingen
- 32 Municipality of Lansingerland
- 33 Municipality of Leerdam
- 34 Municipality of Leeuwarden
- 35 Municipality of Rijnwoude
- 36 Municipality of Rossum
- 37 Municipality of Utrechtse Heuvelrug
- 38 Municipality of Westland
- 39 NS, Dutch Railways
- 40 Olympic Ambition Amsterdam 2028
- 41 PropertyNL
- 42 Rijkswaterstaat, Public Works and Water Management
- 43 Royal BAM Group
- 44 Schiphol Area Development Company
- 45 Staatsbosbeheer, Management of Dutch Nature Reserves
- 46 Thialf Stadion, Speed Skating Stadium Heerenveen
- 47 Volksbelang Vianen, Housing Corporation
- 48 Woonstad Rotterdam, Housing Corporation