

With FiftyTwoDegrees, Nijmegen Will Contribute to the Global Knowledge Economy

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NIJMEGEN, The Netherlands, May 25 /PRNewswire/ -- The official start for the construction of FiftyTwoDegrees, a project of sizeable scope that will contribute to the regional, national and global knowledge economy, will be given in Nijmegen on May 25, in the presence of Minister L.J. Brinkhorst.

FiftyTwoDegrees is the new name of a group of buildings known until now as the Philips City Center or the Philips Business & Innovation Center (PBIC). The building complex will be erected next to the existing buildings of Philips Semiconductors Nijmegen.

This ambitious center of knowledge will create an environment where technology (related to the semi-conductor, multimedia and ICT industries) is combined with business and lifestyle. Against such a backdrop, new networks and alliances may be created with room for a dialogue between manufacturers and consumers to result in innovating ideas and products.

In addition, this center will also facilitate the exchange of knowledge and creativity between product developers, knowledge institutes and entrepreneurs in an open forum.

Philips Semiconductors Nijmegen (PSN) is the future lessor of phase 1a of the overall plan, i.e. the eighteen floors of the office tower.

This outstanding compound is the solution to PSN's need for a high-quality work and residential environment. Furthermore, the overall concept is a contribution to the alliance idea promoted in recent years on a global scale by the company. The alliance idea is based on a close co-operation between customers and suppliers.

The developments within Philips Semiconductors Nijmegen are also seamlessly integrated into the network of cutting edge technology formed by the University of Leuven (Belgium), Philips Eindhoven and Philips Nijmegen.

During the celebrations, Mr. A. van der Poel (Chairman of **Medea+**) and Mr. F. van Houten (Chief Executive Officer of Philips Semiconductors Eindhoven) will offer Minister Brinkhorst the proposal for a 'Pôle de Compétitivité Nanoelectronics' in the Netherlands, a program spread over several years to be executed by selected Dutch **Medea+** parties (Philips, ASML and ASM-I).

Compass Group (the world's largest food service organization), Interbrew Nederland NV (a part of InBev and the largest beer brewer in the world) and Stichting ROC Nijmegen will join the project as participants on May 25, for programs such as the project's phase 1b (central conference rooms, theatre & exhibition area, hotel & resorts, leisure & retail area, mobility facilities, and an (inter)national training site for hospitality, facility management and services). Compass will also provide hospitality services for phase 1a.

As of May 25, other global participants will be approached for phase 1a. CB Richard Ellis Group, Verbeek Makelaars Nijmegen, Ontwikkelingsmaatschappij Oost Nederland NV and CBIN (the Netherlands Ministry of Economic Affairs' division for Foreign Investments) will be responsible for these acquisitions.

FiftyTwoDegrees is a perfect fit with the Ministry of Economic Affairs' plan to work with other authorities on the enhancement of innovating ideas in successful areas.

Nijmegen with Arnhem (KAN), Wageningen and Twente form such an innovating region, which is one of the reasons why the Municipality of Nijmegen and Ontwikkelingsmaatschappij Oost Nederland NV are contributing to the project.

The development and construction of FiftyTwoDegrees will be realized by ICE Ontwikkeling and Ballast Nedam Bouw. Francine Houben/Mecanoo architecten Delft are the project's architects.

Philips Design in cooperation with ICE ontwikkeling and Mecanoo will determine where applications of "Ambient Experience Design" (AED) can be integrated.

The office tower and the other buildings in the development will be built with the newest technological innovations.

Phase 1a of the project will be delivered by the end of 2006. The delivery of phase 1b is scheduled for 2010.

www.fiftytwodegrees.com