



# Infra Indus

## redesigning landscapes in symbiosis between nature and economy

Infra Indus stimulates, develops and realizes regional and national infrastructural plans for emerging sectors of these economies. We think infrastructure is about stimulating and facilitating positive economical and societal developments.

Our first large development plan is called Waterfront Holland and facilitates a complete redesigning of all waterfront area's in Holland. This is a huge, high impact development. Holland has a tradition with dealing with water based on one single facet: security. Infra Indus facilitates a complete redesigning of all waterfront area's based on a integrated model of safety, nature, recreation, living and economy.

Our second large development plan is called Morocco in Tourism and facilitates a complete designing of tourism facilities for Morocco. The Moroccan Government (in cooperation with the World Bank) has issued guaranteed loan facilities up to 90% of all bilateral investments in Moroccan tourism facilities. Morocco is as emerging as Spain was 20 years ago and has also a giant demand for both new houses and new jobs. The possibilities are huge and Middle East Equity is available in large quantities.

Infra Indus her ambition is to become the largest contractor in Europe, just by bundling governmental policy with market demands. After the Waterfront Holland project is launched, Infra Indus will expand with this combined government/market vision to other European countries.

In our opinion good/realizable large impact infrastructural large plans have the following specifications:

- 1) born and developed in complete artistic freedom  
(only this gives new, inspiring, creative concepts)
- 2) based on good analysis of current movements in the economy and society  
(only this will give results that meets fully the demands when the projects are ready)
- 3) supported by local, regional and national governments  
(so that the realization will be supported and doesn't suffer by governmental delay)
- 4) supported by both the people and businesses present in the developing area's  
(so that realization fit without friction in present economy and present society)
- 5) free of joining obligation for the current people and businesses in the area  
(so that governmental -or better said: right of the majority- based power is not needed)
- 6) open for all type and size of businesses  
(so not only a few big ones will profit of realization and function of the new infrastructures)
- 7) open for input from everyone  
(so that the concept grows and matures while it's in the communication phase)

We focus only on infrastructural plans for the grow sectors of the western economy. The recreation and housing industry in Europe are emerging sectors of the economy. Therefore is our business focus complete on combined recreational and housing infrastructural projects.

The recreation and leisure industry is a stable big (and also on long term mayor still growing) area of the western economy. People spend 10% of their income on recreation, leisure and holidays. This very stable economical fact (is hasn't changed in the last 40 years) is the ground our focus on recreation infra-structural development. So our business is mainly developing recreation infrastructures. See us more as landscape developers, rather than just road planners. Creating both supporting infrastructures and landscape facilities for regions is our business specialty.

Our focus on recreation may look very narrowed at first sight, but is based on the on the next mayor (and these days still steady growing) developments in the western economy and society:

- 1) Increasing Gray - The average age of people in the western world is rising each year. The group of taking things more easy aging people grows on and on. These people have two essential things for leisure/recreation: Time and Money.
- 2) Green Focused - The green lifestyle movement is growing tremendously. Respect for nature. Less focusing on quantity and status. More focus on wellbeing instead on just having more.
- 3) Active Lives - The active lifestyle movement is growing day by day. Passivity is out: being active is in and these movement effect always all people with money in the western world.
- 4) Social Orientated - Individuality has reached it's maximum. The Senseo culture is descending. Social activities are gaining terrain again very quickly.
- 5) Value Demanding - The roll-out of the Euro had made people more price/value sensitive. People demanding more and more value for money. Impulse based purchases are not effected by this. People have cut on planned eating outdoors. There is time for value for money restaurants and eat-bars. Value for money restaurants needs low cost and high traffic developments.
- 6) Descending Labor Tax - Western governments realize more and more that high taxes on labour reduces the service level in society and undermine their comparative position in the world. This also effects recreation. Labor taxes in served food, recreation and healthcare will be reduced to zero.
- 7) Increasing Supported Housing - Elderly people demands more and more (by being the most capitalized part of the population) small, luxury, full serviced type of housing. This high quality type of housing is not available yet in high quantity in western society.
- 8) House Prices - The strong rised house prices, makes starters on this market to poor people. The high demand and low supply has (by market mechanism) rised prices of houses to unacceptable levels. There is an actual en direct need for more supply on the house market. This will give a better society.
- 9) Second Houses - More and more people gets a second home. Relaxing a complete different setting. The busier their lives, the more they need relaxation outside the city.
- 10) Digital Economy - The digital influence on economy reduces the importance of cities as centers of economy. These geographical influence of digital developments is heavily under rated. Economies enters by it a more geographical diverse / fragmented phase. More and more people will work out side the cities on locations with more attractive specifications where housing prices are lower.
- 11) Mobile Economy - The digital influence on the economy makes producing facilities more and more mobile. With a notebook with an UMTS/HSDPA card, office is everywhere.
- 12) Warmer Climate - The northern part of the world will get more attractive, warmer climates for recreation. Traveling to the sun will be reduced because the sun hours has and will be increased.
- 13) Restoring Ecosystems - Environmental organizations and activists like the fact that we create also nature area's and that we transform monocultures to bio-diverse environments. Hard borders becomes soft borders. Mono cultures that are destroyed twice a year become continuous bio-diverse eco-systems
- 14) Landscape Vision - Governments have been always since the industrial revolution strong supporters of the city development movement. In Holland after Jan Pronk leaved office, the landscape development movement gains much terrain. Socialistic orientated governments always focus themselves on cities, they have no affection with or vision on the rural area's where their voters not live. In the digital revolution rural area's loose their.
- 15) Higher Sea Levels - Due climate change will sea levels rise 50 cm this age. This calls for a renewed Delta Plan. A new plan gives the opportunities for a new model. Not only safety as leading factor, but an integrated combination of safety, nature, recreation, living and economy.
- 16) Smart Dike Enforcement - In Holland the dikes must be made higher due to higher sea levels. Beaches before dikes will enforce dike strengths without the need to higher them very much, because it weakens the powers of gulfs before they hit the dikes.

- 17) Descending Agricultural Subsidies - The European Community will stop agricultural subsidies ounce. When is not know now, but it's bound to happen. Farmers need to gain new sources of income. Farmers are certainly the project developers of tomorrow.
- 18) PeakOil Proof - In our opinion the PeakOil theory is bound to happen and then international travel by plane will be replaced by local, regional or national leisure. Oil prices than will be to high for leisure travel. PeakOil is the name of a theory in the world wide energy market that around the year of 2010 oil prices will begin a never ending rapidly rise (till all global resources are used a proximally around the year of 2040). This abnormal price rise will be coursed by increasing demand of developing countries like China and descending supply by drying of current mayor and new easy to explore fields. PeakOil will make everything that heavily uses energy (so also travel by plane) parallel rapidly expensive.

Our first recreational infrastructural development plans are focused on the waterfront area's in Holland. People like border area's very much and the waterfront area's always have been and will be attractive to all people. We develop for border area's recreational infrastructures. In Holland we want to develop the whole coast line (from 500 meters offshore till 3000 meters onshore) of their former inner sea, bordering with 5 of the 12 provinces in Holland. We want to end mono-culture in this 400 kilometer long area and turn it to one big combined bio-diverse nature and multi-facet recreation zone.

We want to redesign the landscape of Holland to the demands of tomorrow. This is a big ambition. In just plain word, we want to become the largest project developing company of Holland. Creating more changes than the famous 'Delta Works'. We think Holland will look different 10 years from now.

In our opinion these type of very large long term investments only can be done by a public (IPO'ed) company. Therefore Infra Indus first checks the level of interest (companies can publish their interest on the project websites). By enough showed interest Infra Indus than will IPO. This will be done on the London AIM, because Euronext doesn't allow starting companies to IPO. A large public company can make the best symbiotic based deals with local, regional and national governments and al kind of (semi) governmental bodies.

Rivers in Holland are: Aa, Drentsche Aa, Kleine Aa, Aa, Aar, Alblas, Amstel, Angstel, Beneden-Merwede, Berkel, Boorne, Brielse Maas, Bullewijk, Diem, Dinkel, Dintel, Does, Dokkumer Ee, Dommel, Kleine Dommel, Donge, Dordtsche Kil, Drecht, Drentsche Aa, Ee (Gaasterland-Sloten), Ee (IJlst), Eem, Eems, Enge IJssel, Fivel, Gaasp, Gantel, Ganzediep, Geeuw, Gein, Geleenbeek, Geul, Giessen, Glanerbeek, Goudriaan, Gouwe, Graafstroom, Grecht, Groote Tjariet, Gulp, Holendrecht, Hollandse IJssel, Honte, Houkesloot, Hunze, IJssel of Gelderse IJssel, Hollandse IJssel, Kromme IJssel, Oude IJssel, Jeker, Kale, Dordtse Kil, Kingbeek, Krammer, Kromme IJssel, Kromme Mijdrecht, Kromme Raken, Kromme Rijn, Kwistbeek, Lauwers, Leidse Rijn, Lek, Liede, Linde, Linge, Linschoten, Loet, Luts, Maas, Nieuwe Maas, Stroomgebied van de Maas, Mark, Meije, Merwede, Minstroom, Molenbeek, Nederrijn, Nieuwe Maas, Nieuwe Rijn, Niers, Noord, Noord Aa, Oude IJssel, Oude Maas, Oude Rijn, Peizerdiep, Raam, Reest, Regge, Reitdiep, Rekere, Rijn, Kromme Rijn, Nieuwe Rijn, Oude Rijn, Roer, Roode Beek, Rotte, Schelde, Stroomgebied van de Schelde, Scheur, Schinkel, Slinge, Spaarne, Spui, Swalm, Tjonger, Overijsselse Vecht, Utrechtse Vecht, Vlaakse Weel, Vliet, Vlist, Voer (Maas), Waal, Waaltje, Weerij, Weipoortse Vliet, Westereems, Wold Aa, Worm, Zaan, Zijl, Zijpe and Zwarte Water.

Lakes in Holland are: Alkmaardermeer, Ankeveense Plassen, Beldert, Belterwijde, Berendonck, Bergumermeer, Beulakerwijde, Binnenbedijkte Maas, Binnenschelde, Bovenwijde, Brassemermeer, Brabantse Biesbosch, Brandemeer, Brielse Meer, Broekvelden-Vettenbroek, De Groote Wielen (Friesland), De Holken, De Houw, De Leijen, De Leyen, Eemmeer, Fluessen, Giethoornse Meer, Goëngarijster Poelen, Gooimeer, Grevelingenmeer, Groote Brekken, Groote Gaastmeer, Grootheggerplas, Haringvliet, Haskerwijd, Heegermeer, Hollands Diep, Hondshalstermeer, Hoornsemeer, Idskenhuisstermeer, Idzegaasterpoel, IJsterbrekken, IJsselmeer, KagerPlassen, Ketelmeer, Koevordermeer, Langeraaarse Plassen, Langweerderwielen, Lauwersmeer, Leekstermeer, Loosdrechtse Plassen, MaasPlassen, Morra, Naardermeer, Nannewijd, Nieuwe Meer, Nieuwkoopse Plassen, Noord Aa, Oostvoornsemeer, Oudegaasterbrekken, Paterswoldsemeer, Pikmeer, Reeuwijkse Plassen, Ringwielen, Schellinkhout, Schildmeer, Slotermeer, Sneekermeer, Spaarbakken, Terhernstermeer, Terhernsterpoelen, Terkaplesterpoelen, Tjeukemeer, Valkenburgse meer, Veerse Meer, Veluwemeer, Vinkeveense Plassen, Vlakke Brekken, WesteinderPlassen, Westereindeplas, Zandmeer, Zegersloot, Zuidlaardermeer and Zwarte Meer.

Channels in Holland are: Aarkanaal, Amsterdam-Rijnkanaal, Calandkanaal, Eemskanaal, Gouwekanaal, Haarlemmertrekvaart, Julianakanaal, Kanaal van Gent naar Terneuzen, Kanaal Almelo-Nordhorn, Kanaal Wessum-Nederweert, Lateraalkanaal, Leidse Trekvaart, Merwedekanaal, Nieuwe Waterweg, Noorderkanaal, Noordzeekanaal, Noord-Willemskanaal, Overijsselse Kanalen, Prinses Margrietkanaal, Schelde-Rijnkanaal, Schie, Schie-Schiekanaal, Twentekanaal, Van Starckenborghkanaal, Wilhelminakanaal, Winschoterdiep, Zuid-Willemsvaart and Apeldoorns Kanaal

The national websites of the regional Holland Waterfront development plans are:

waterfronts.nl (english)  
waterfrontholland.com (english)  
waterfronts-in-holland.com (english)  
waterfronten.nl (dutch)  
waterfrontnederland.nl (dutch)  
waterfrontsnederland.nl (dutch)  
waterfrontennederland.nl (dutch)

The provincial websites of the Holland Waterfront development plans are:

waterfrontbrabant.nl (dutch)  
waterfrontdrente.nl (dutch)  
waterfrontflevoland.nl (dutch)  
waterfrontfriesland.nl (dutch)  
waterfront gelderland.nl (dutch)  
waterfront groningen.nl (dutch)  
waterfrontholland.nl (dutch)  
waterfront limburg.nl (dutch)  
waterfrontnoordbrabant.nl (dutch)  
waterfrontnoordholland.nl (dutch)  
waterfrontoverijssel.nl (dutch)  
waterfront utrecht.nl (dutch)  
waterfront zeeland.nl (dutch)  
waterfrontzuidholland.nl (dutch)

The regional websites of the Holland Waterfront development plans are:

waterfrontmaas.nl (dutch)  
waterfrontlek.nl (dutch)  
waterfrontijssel.nl (dutch)  
waterfrontrijn.nl (dutch)  
waterfrontmaas.nl (dutch)  
waterfronttee.nl (dutch)  
waterfrontteem.nl (dutch)  
waterfrontkempen.nl (dutch)  
waterfrontvlaanderen.nl (dutch)

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Infra Indus is a project of Economical Development Corporation