



WFC Experience Opening

The completion of the World Food Center (WFC) in Ede, the Netherlands is approaching rapidly now that WFC Development, Wageningen University & Research, the business community and government have taken the next step. According to Alderman Johan Weijland of Ede municipal district: “As a municipal district, we are proud of the fact that concrete steps are now being taken and businesses are committing themselves. It’s not without good reason that we are leaders where food is concerned. And now that the WFC is even part of the Nation’s Nutrition Agenda, the World Food Center is definitely on course to become a major success.”

On Tuesday 29 November, Albert Heijn, Albron, DSM, Ede municipal

district, Gelderland province, Scelta Mushrooms, Wageningen University & Research and WFC Development signed an agreement. You can view an impression of this event [here](#). We are giving you an update in this newsletter.

WFC Experience set to touch visitors' hearts

For the development of the WFC Experience, WFC Development is joining forces with BRC Imagination Arts, a renowned experience design agency. There is no other agency worldwide that is better able to sketch out and produce a design for an experience of this type. "We bring stories alive for leading brands and organisations, giving visitors unforgettable memories" says managing director Bart Dohmen.

Universities join hands in WFC Experience

Thanks to a large flow of visitors – two to three hundred thousand a year – WFC Experience offers massive opportunities for a comprehensive research programme centred on sustainable food. The universities of Groningen, Maastricht, Nijmegen, Utrecht and Wageningen are in charge of this. They are doing it in consultation with TiFN, Alliantie Voeding [the Food Alliance] and the Food & Cognition research programme (in formation) and collaborating with business and government. The research programme builds bridges between research communities.



That's why business believes in WFC...

The advent of WFC Experience is a step closer once again, now that large companies and organisations have put their names officially to the plan. Gelderland Provincial Executive member Bea Schouten: “WFC Experience will be *the* international place to meet for the agrifood sector, experience where consumers, producers and researchers will come into contact interactively. You will soon get to know everything about food by smelling, feeling and tasting. It is terrific that business is also putting its shoulder to the wheel here.” Why do these well-known players believe in WFC and how do they see their involvement? DSM, Albert Heijn, Scelta Mushrooms and Albron who were involved in the development vision WFC

Experience explain.

“What we are now about to do is entirely new. The Netherlands is a leader in the international agrifood sector. Companies, knowledge institutions and government bodies are raising the profile of our agrifood sector in an iconic spot, in the middle of the Food Valley. Everyone can see and experience it”, says Cees van Bemmelen, WFC Development director.

Keep up to date

WFC Development and Ede municipal district would like to keep you updated of progress via this newsletter among other channels, including [Twitter](#) and [LinkedIn](#).
