

Biography speaker

Name : van der Aa	

Introduction speaker :

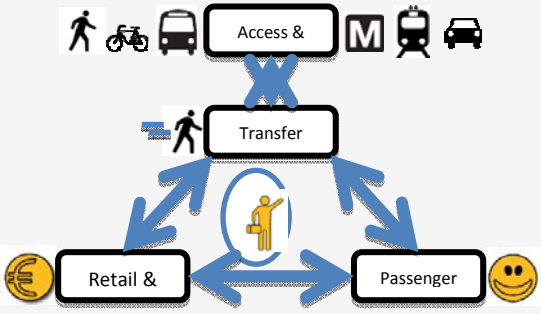
Sytze is expanding the expertise of NS Stations on stations and stations retail to other European countries. He started up the Monop'station concept in France in partnership with Monoprix (12 shops in 2013) and NS Stations own brand C'est du Pain in Belgium.

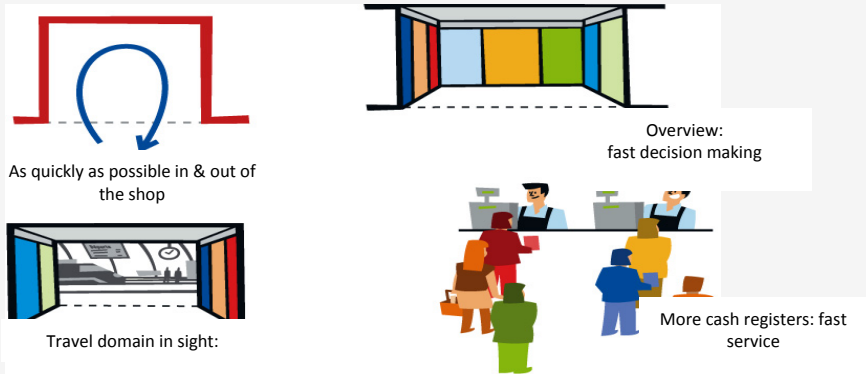
Expansion aspiration will include a large portfolio of brands on stations in Europe like all to go shops on railway stations, providing products and services complementary to train travel.

Sytze is general responsible for the international business development NSS

Name : van der Aa	First name : Sytze

Short summary

Title of the lecture: NS Stations, We turn journey time into your time
Theme (1 to 6) : 2A business and services
<p>NS Stations is the Dutch train and stations provider. We welcome more than 1 million people a day. The customer (travelers) are king, in the Netherlands and abroad. To stay attractive to our customers, we respond to the trends in society.</p> <p>We work with a conceptual model of a station. This conceptual model has several building blocks that together provide the best travel experience of the customer. These building blocks are: access & regress, transfer, retail & real estate and customer needs.</p>  <p>The diagram illustrates a conceptual model of a station. At the top is a box labeled 'Access &' with icons for a person walking, a bicycle, a bus, a metro 'M' symbol, a train, and a car. Below this is a box labeled 'Transfer' with an icon of a person walking. At the bottom are two boxes: 'Retail &' with a Euro symbol and 'Passenger' with a smiley face. Blue arrows point from 'Access &' to 'Transfer', and from 'Transfer' to both 'Retail &' and 'Passenger'. A double-headed blue arrow connects 'Retail &' and 'Passenger'. A central icon of a person walking is surrounded by a circular arrow.</p>
<p>We add value to our stations with shops where:</p> <ul style="list-style-type: none"> - Its possible to get in & out of the shop really fast - customers have overview so they can make decisions fast - the travel domain is insight so the customers are in full control - there are more cash registers, which makes fast service possible



With our shops we add commercial value to the stations and make it possible for the customer to turn his journey time into his own time.

Eventual comment: