



Experiences › Europe › 3 days › Amsterdam and Eindhoven

EXPERIENCE

The campus left behind when the company leaves

Three days on something that rarely happens: a large company leaves a territory and, instead of leaving it empty, leaves it a campus that today produces more technology than when the company was there. You look at how it was possible, and who paid for the transition.

Fact sheet

01

DAYS

3

CITIES

Amsterdam and Eindhoven

RECOMMENDED
SEASON

all year, January included, **except Saturday and Sunday**

GROUP

15 to 20 participants

LANGUAGE OF THE
VISITS

English; confirmed on booking

SCHENGEN DAYS USED

3 out of 90, counting the day of entry and the day of exit

PRICE

Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

In the quotation we write which sites are confirmed and which are being confirmed, one by one.

Itinerary day by day

02

Day 1 — Amsterdam. The counterpoint

In the afternoon, the Heineken Experience: a marketing lesson in its purest form, placed here on purpose, because the next day you will see exactly the opposite, a place that produces technology nobody knows how to copy and that has no need to explain itself to anyone.

In the evening, a two-hour opening session comparing the two models.

Day 2 — Eindhoven. The campus

A full day, with a train transfer from Amsterdam.

High Tech Campus Eindhoven, with the operator that handles the visits. The route starts with a presentation on the history of the campus and the part the large Dutch electronics company played there, continues with a walk around the site and, according to the program the operator publishes, includes a stop at the campus deep tech accelerator and another at its center devoted to artificial intelligence. Headsets are handed out to everyone.

The campus closes to the public at weekends and the operator works with organizations and not with individual visitors: this day always falls on a weekday, and the whole route is built from there. **Visits to the individual companies on the campus require an invitation or an appointment of their own** and are not part of the tour: we write it ourselves because it is the first thing a group asks.

Day 3 — Amsterdam. The work

In the morning, a three-hour working session: what it would take to build a campus like that around a Mexican university, with the players and the money of whoever would have to put it up. In the afternoon, eight-minute presentations and closing.

What you visit

03

Place	What it is	Status
High Tech Campus Eindhoven	Technology campus, guided visit for organizations with a presentation and a walk around the site, weekdays only	On request
Heineken Experience, Amsterdam	Brand experience in the brewery's historic premises, used here as a marketing counterpoint	Bookable

What this experience does not include today, and we write it ourselves

04

This experience **does not include a visit to any particular company on the campus**, including the one a technical group would know by name. There is no public visit program for that kind of company, we have no channel, so we do not name it and we do not promise it. What you visit is the campus as infrastructure, which is a different object of study and plenty on its own. A general sector guide warns that guided visits to the campus **are not a standard offer**: it is the reason this experience is marked «on request» and the reason the quotation states, site by site, what is confirmed.

What is included and what is not

05

Included: admissions and visits to the confirmed sites, the booking and coordination with whoever receives the group, the guided working sessions totalling five hours, the materials, one person from the Istituto with the group throughout the experience and

the certificate of participation in the experience. Not included: flight, transfers to and from the airport, the Amsterdam-Eindhoven train and back, lodging, meals, urban transport, personal travel insurance.

The season, and why

06

It is sold **all year, January included**: both cities are urban and indoors.

The restriction is not the season but the **day of the week**: the campus closes to the public on Saturdays and Sundays. The Eindhoven day is fixed first and the flights are bought afterwards.

Logistics and capacity

07

Eindhoven is reached from Amsterdam by train in a little over an hour, and the day is done there and back without changing hotel.

The recommended group is **15 people**: it is the size that reaches the group rates without going over the access limits of the visits, which at these sites go up to 25. Above 20 the itinerary splits into two slots, the day gets longer and the cost per person does not go down.

Cover

08

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

Do you want it to count as training, with a certificate? This experience can be built into an Istituto program, with classroom hours, a piece of work to deliver and a certificate of attendance. → **For groups**

→ **Request a quotation**

Related experiences

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When the brand is worth more than the product (3 days, Amsterdam) · A district where nobody was looking for one (4 days, Catania) · Five countries, one city in each (15 days)

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BHBlasted S.r.l. Società Benefit	Programs	The Institute
P.IVA 08466861211 · REA NA 960178	Experiences	Transparency
PEC (Italian certified email) not yet published	For groups	The certificate
Nola (NA), via Boscofangone zona ASI lotto C8	Admissions	The method
Caserta (CE), via Paul Harris 63	Visas	Who teaches
		Locations
Monday to Friday 9–18 CET		For groups
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This program does not lead to a qualification with official value.

Istituto Belmonte is a private Italian training institute. Its programs do not award qualifications with official value in Italy or Mexico and do not carry university credits. A certificate of attendance is issued.