



Dear colleague,

We're just over two months away from this year's FIA Mobility Conference Week and having given you a small insight into the thinking behind this year's theme of 'Connected for the Future' in our last newsletter, this time we thought we'd connect you with the venue for this year's conference – The Hague.

We won't dwell on the city's origins and we won't point too much to its current status as the political and diplomatic hub of the Netherlands. It is the seat of government, and of the Dutch royal family and home, the International Court of Justice and the International Criminal Court.

Instead, we're just going to pick out five great things you can do in The Hague that show that this year's venue is a fascinating and lively city which, by its culturally diverse nature, is a place where getting connected is a way of life.

Five essentials of The Hague

1. Louwman Museum – If you attend Conference Week, our Gala Dinners will give you a chance to glimpse some of the amazing vehicles on show at this museum, but delegates really should take the chance to explore this incredible car collection at more leisurely pace. Built up by two generations of the Louwman family, the collection contains more than 230 antique and classic cars. The vehicles on show range from a 1895 Peugeot Type 9, 3.75-hp Vis-à-Vis, the oldest vehicle to still compete in the London to Brighton Run, to a 1957 Jaguar D-Type Le Mans winner, the original James Bond Aston Martin DB5 and amazing examples of Hispano-Suizas, Bugattis and Ferraris. *The Louwman Museum is open from Tuesday to Sunday between 10.00 and 17.00 and is located at Leidsestraatweg 57, 2594 BB Den Haag. Tel: +31 (0)70 304 7373. www.louwmanmuseum.nl*

2. The Beach at Kijkduin – The Netherlands isn't renowned as one of the world's great beach destinations but The Hague has a couple of great beach districts and Kijkduin is one we're happy to recommend. After a contemplative walk on the beach and among the dunes the done thing is to grab something to eat and drink at one of the beach pavilions that line the strand. The perfect way to unwind after a furiously busy Conference Week.

3. Van Kleef Museum and Distillery – Okay, so Holland is awash with museums dedicated to the painterly arts but if you're after a more left-field experience then we can recommend the Van Kleef Museum and Distillery.

Founded in 1842, this is the sole surviving jenever and liquor distillery in the city and features a huge range of local liquors and gins, each based on a traditional recipe. It's at: Lange Beestenmarkt 109, 2512 ED The Hague. Tel: +31 (0)70 345 22 73. www.museumvankleef.nl

4. Escher in Het Paleis (Escher in the Palace) – This gallery is dedicated to the work of one of Holland's most famous modern artists M C Escher. Famed for his mathematically-inspired, brain-twisting drawings, woodcuts and lithographs, Escher's work hinges on explorations of ideas of impossible structures, infinity and repetition. The museum features a large number of the artist's works, among them the world famous prints Air and Water (in which birds become fish); Waterfall (where water seems to flow upwards) and Drawing (two hands drawing each other).

The museum is open Tuesday-Sunday, 11.00-17.00 and can be found at Lange Voorhout 74, 2514 EH Den Haag. Tel: +31 (0)70 427 7730. www.escherinhetpaleis.nl

5. The Peace Palace – Often called the 'seat of international law', the Palace, which celebrates its centenary this year, was originally built to provide a symbolic home for the Permanent Court of Arbitration, created at the 1899 Hague Peace Conference as a device by which nation could 'bring and end to war'. It now houses the International Court of Justice (the principal judicial body of the United Nations), the Permanent Court of Arbitration, the Hague Academy of International Law, and the extensive Peace Palace Library.

The Palace is located at: Carnegieplein 2, 2517 KJ The Hague. Tel: +31 (0)70302 4242 and the Visitors' Centre is open daily from 10.00-16.00. www.vredespaleis.nl

So, there you have it, five outstanding reasons why The Hague is such a special venue for this year's Mobility Conference Week. The city might allow Amsterdam to steal the limelight sometimes but The Hague is a town that likes to keep its myriad attractions a bit more exclusive.

Intelligent Mobility

We can also offer some interesting events while you're at Conference Week too. On Wednesday 11th September at Valkenburg Airport, Conference Week delegates will have the chance to experience new developments in fields of electro-mobility and energy efficient driving by participating in our iMobility Challenge, organised in association with the Royal Dutch Touring Club (ANWB). Supported by the EU Commission, the two-year project aims to promote vehicle systems for intelligent mobility.

So, if you feel like joining us in The Hague for FIA Mobility Conference Week 2013, simply [CLICK HERE](#) to begin the registration process.

We're looking forward to seeing you all here between September 10-13.

Best wishes,

Your Mobility Conference Week Team.