



## **Amsterdam Arena enters Indian market through local tie-ups**

- India and the Netherlands signed an MoU on cooperation in the field of sports and sports infrastructure
- Tenon Property Services Limited and Ecofirst Services Limited, a Tata Enterprise, announced as local Indian partners of Amsterdam Arena

*Amsterdam, February 10, 2014* - India and the Netherlands have signed a Memorandum of Understanding (MoU) on cooperation in the field of sports and sports infrastructure. As the Indian Government increasingly stimulates sports on all levels, this bilateral MoU provides for exchange of knowledge and experience in the fields of sports infrastructure development and management, spatial area development, management training, safety and security, coaching and top-sport development through youth academies. The MoU was signed by Netherlands' Minister of Health, Welfare and Sport Edith Schippers and her Indian counterpart Minister of Sports and Youth Affairs Jitendra Singh. Minister Schippers headed a Netherlands trade delegation including Amsterdam Arena officials.

Amsterdam Arena signed strategic partnerships with Indian companies Tenon Property Services Limited and Ecofirst Services Limited, a Tata Enterprise, in the presence of Netherlands' Minister of Health, Welfare and Sport, Edith Schippers and HE Ambassador to the Kingdom of the Netherlands to India Mr. Alphonsus Stoeltinga.

Ecofirst Services Limited, a wholly-owned subsidiary of Tata Consulting Engineers Limited is a boutique design engineering consultant offering sustainable solutions for the built environment. The company provides integrated services for Master Planning, Water, Energy, Solid Waste, Infrastructure and MEP design.

Tenon Property Services Limited, one of the largest providers of facility management and security services in India, will develop business proposals with Amsterdam Arena for clients in the field of sports infrastructure. Tenon has a very strong local presence in India with offices in each state of the country. Amsterdam Arena will collaborate with Ecofirst on feasibility studies, detailed project reports and design works of sports infrastructure.

The Chairman of Tenon Group, Manjit Rajain states: "We are extremely delighted to partner with Amsterdam Arena for India and are confident that this strategic alliance will help us strengthen our market share and develop together the business of professional management of sports infrastructure."

The Chief Operating Officer of Ecofirst, Chitranjan Kaushik states:  
By introducing global standards that are built around sound sustainable principles,



we are convinced that our combined efforts, with the sustainable engineering from Ecofirst-Tata Consulting Engineers, will forever change the way sports infrastructure is developed and managed in India

Henk Markerink, CEO of Amsterdam Arena is proud of the achievements: "We are honoured to have signed with Tenon and Ecofirst. In our international business it is vital to build strong relationships, optimize our working methods to the local reality and create presence in the Indian market. These partnerships are vital for us and I look forward with great confidence to what the future will bring us."

End of press release

*Note to the editors, not for publication*

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### **About Ecofirst Services**

Ecofirst Services Limited, a subsidiary of Tata Consulting Engineers Limited, is a sustainable design consulting firm. The company provides an array of integrated services for master planning, water, energy, solid waste, infrastructure and MEP design.  
[www.ecofirst.in](http://www.ecofirst.in)

Tata Consulting Engineers Limited is a diversified engineering consultancy solutions company offering services related to infrastructure, energy, process in key industry segments. TCE has delivered several landmark projects in India and across the world.  
[www.tce.co.in](http://www.tce.co.in)

### **About Tenon Group:**

Tenon Property Services provides project, property and facilities management services in the Indian market. It offers a full range of services such as cleaning, workplace management, building system operations, warehousing, technical audits and lifecycle analysis. Tenon services its clients through a vast nationwide network of 64 offices and branches in all 28 Indian states and by over 40,000 employees.



Mortice Limited is the holding company of Tenon Property Services and listed on the AIM of London Stock Exchange and is headquartered in Singapore. Tenon Group today has presence in Sri Lanka. In Saudi Arabia it has a Joint Venture with the local Tanami Group.

Peregrine Guarding, a subsidiary of Tenon, provides integrated security solutions in physical security, executive protection, electronic security, risk assessment consultancy, event security and cash services. Peregrine has clients in sectors such as ICT, manufacturing, pharmaceutical, banking and healthcare. Peregrine has a National Command Centre (PNCC) to monitor and support their operations.

Rotopower Projects, a subsidiary of Tenon, provides mechanical and electrical maintenance services, HVAC management and Annual Maintenance Contract services. <http://tenonservices.com/>

### **About Amsterdam Arena/Amsterdam Arena International**

Amsterdam Arena International, a subsidiary company of the Amsterdam Arena, consists of specialists in the master planning, business planning, design, development, operation and management of Indoor Arenas and Multipurpose Stadiums. Clients were served in over 20 countries, such as Donbass Arena and Olympic Stadium Kiev in Ukraine, Spartak Moscow in Russia and Olympic Stadium Berlin in Germany. Besides this Amsterdam Arena is involved in the day-to-day management of two 2014 FIFA World Cup stadiums in Salvador and Natal in Brazil and Arena Porto Alegrense, home of football club Grêmio in Porto Alegre, also in Brazil. In 2013 Amsterdam Arena International was appointed Stadium Operations Consultant to the Supreme Committee in Qatar, responsible for the preparation and execution of the 2022 FIFA World Cup.

Amsterdam Arena is the owner and operator of the multifunctional football stadium in Amsterdam, home of AFC Ajax and recently host of the UEFA Europa League Final. The stadium is the first truly multifunctional venue in Europe, Equipped with a large retractable roof and home of football club Ajax. Its flexible architecture allows hosting a wide range of sports and non-sports events. The stadium is a good example of a public-private partnership, in which the need for commercial success was successfully integrated into a project of urban development and social regeneration. The stadium is profitable, a rarity in its kind, hosting over 80 events per year.

<http://www.amsterdamarena.nl>