

amsterdam economic board

Collaboration. Innovation. Growth.

Businesses, knowledge institutes and government organisations
for a strong Amsterdam metropolitan area.

I amsterdam®

The Amsterdam metropolitan area

A strong economic region. That is the main focus of businesses, knowledge institutes and the government in the Amsterdam Economic Board, a collaboration that promotes joint development in strong economic clusters, removes obstacles and combines implementation and resources. Ambition: the Amsterdam metropolitan area to be among the top five economic regions in Europe by 2020.

The Amsterdam Metropolitan Area extends from Haarlem via Amsterdam and Almere to Lelystad, and from Zaandam and Haarlemmermeer to Hilversum. It is a bustling urban network with seven strong and internationally oriented clusters. The region is of vital importance to the Dutch economy and has all that's needed in terms of innovation and economy to be at the top. There is a very high level of knowledge production and economic activity, and the tolerant atmosphere and commercial mentality attract people and

businesses from the Netherlands and abroad. Amsterdam Airport Schiphol, the ports of the Amsterdam area, roads and railways provide physical connections to the rest of the world. The AMS-IX – the second largest internet hub in the world – provides all necessary digital connections. But in order to make full use of all this potential, better collaboration is needed between knowledge institutes, businesses and government authorities. This is why in 2010 they joined forces in the Amsterdam Economic Board.

Growth: Global business hub in Europe, with sustainable prosperity and work opportunities

Ambition

The Amsterdam metropolitan area: Global business hub

From Hamburg to Singapore: all across the world strong urban regions are emerging that compete with one another. The ambition of the Amsterdam Economic Board is to develop the Amsterdam metropolitan area into one of the leading global business hubs in Europe and to position itself as an intercontinental hub of commerce, people and information. To achieve this ambition businesses, knowledge institutes and the government have joined forces to strengthen the regional economy. By investing in this together, by facilitating collaboration between all relevant parties and by removing obstacles that prevent the growth of promising sectors. With the aim of more sustainable prosperity and work opportunities.

Growth

- Economic growth: 1% more growth in the Amsterdam metropolitan area than in European benchmarks
- Attracting more foreign companies related to the already strong sectors

Innovation

- Increase of R&D: yearly growth of 5%
- Strengthen knowledge infrastructure: 4 international advanced education centers with a focus on the strong sectors
- Talent: duplication of number of foreign students in 2020
- New businesses: duplication number of spin-offs from knowledge institutions

Cooperation

- Strengthening of the existing sectors, measured in added value, employment, regional specialisation, and international competitiveness

Creative industry

Food & flowers

ICT/
eScience

Logistics

Life Sciences

Tourism & congresses

Financial & business services



Innovation: driver of international
competitive strength

Approach

Triple helix: joining forces of three worlds

The Amsterdam metropolitan area has a number of strong sectors that operate internationally. The Amsterdam Economic Board wants to increase the innovative and competitive strength of these sectors by means of targeted collaboration between businesses, knowledge institutes and government authorities. Traditionally businesses create prosperity, schools and universities produce knowledge and the government coordinates and facilitates different interests.

The triple helix model allows them to develop a joint strategy, combine implementation and resources, facilitate promising crossovers and deal with bottlenecks together. This enables each to contribute to the Board based on their own strengths. This ties in with the national approach, whereby ten top sectors work according to a triple helix model to form a strong economy.

Strategy

- Expansion of the seven strong sectors
- Accelerator of promising crossovers
- Focus on boundary conditions such as human capital

Collaboration: a strong and shared strategy by businesses, knowledge institutes and government



World Smart Capital



Amsterdam 2013



Almere Data Capital

Open data exchange



Lean and Green Amsterdam

Green Forensics



The Amsterdam Campus



Tracer Center Amsterdam

Life Sciences Fund Amsterdam II

Proof of concept fund

ALOHA RSV



Seamless connections

The Amsterdam Economic Board

The members of the Amsterdam Economic Board are representatives from businesses, knowledge institutes and government authorities in the Amsterdam metropolitan area. They have joined forces in this strong and ambitious collaboration.

Chairman



Eberhard van der Laan
Mayor City of Amsterdam

Knowledge and research community



René Smit
Chairman Executive Board VU



Louise Gunning
Chairman and member of the Executive Board UvA and HvA



Marja Zonneville
Manager Gas Processing Shell



Henriëtte Maassen van den Brink
Professor University of Amsterdam



Louise Fresco
Professor of the University of Amsterdam / member of KNAW / Chair of SER

Industry



Harry van Dorenmalen
General Manager IBM Netherlands



Hans van der Noordaa
CEO ING Retail Banking Benelux



Bas Verhart
Founder and CEO Mediarepublic



Jos Nijhuis
CEO Schiphol Group



Timo Huges
CEO FloraHolland



Henk Markerink
CEO Amsterdam ArenA / supervisory Board ATCB



Jaap Goudsmit
Director Crucell Vaccine Institute, Janssen Center of Excellence for Immunoprophylaxis



Age Fluitman
Chairman Amsterdam Chamber of Commerce



Marry de Gaay Fortman
Chair VNO-NCW Amsterdam Area

Government



Annemarie Jorritsma
Mayor City of Almere



Carolien Gehrels
Alderman City of Amsterdam



Arthur van Dijk
Alderman City of Haarlemmermeer



Jan van Run
Councillor Province Noord-Holland

Would you like to know more about the Amsterdam Economic Board?

Are you curious to know what the Amsterdam Economic Board can do for you? Do you think you could provide added value to the Board? Or are you looking for information about the sectors, projects, news and meetings of the Board?

Then visit www.amsterdameconomicboard.com

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