

amsterdam economic board

CWI in bedrijf

22 november 2013

Rik Bleeker

amsterdam economic board



Excellent ICT infrastructure



(AMS-IX)
#1 internet hub
worldwide in
members (600)
#2 in traffic.

**2000
Forbes
ICT**

60%

60% has an
office in the
Amsterdam
Metropolitan
Area

The Amsterdam Metropolitan
Area ICT cluster: almost 20.000
companies and 10% of the
working population



I amsterdam®

Excellent ICT infrastructure

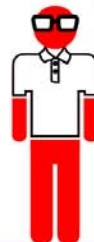
Forbes²⁰⁰⁰
ICT

60%

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"We have located our European Headquarters in Zuidas Amsterdam since 1994. The strategic location of Amsterdam within Europe, the proximity of Schiphol Airport, plus the presence of many of our multinational customers and a dynamic, international and pleasant business climate, all make this a logical choice for TCS."



Shankar Narayanan
Head of Benelux Operation
Tata Consultancy Services

I amsterdam.

Excellent ICT
infrastructure



Almere
DataCapital

smart data solutions

am **smart** erdam
city



AMSTERDAM INSTITUTE FOR
ADVANCED METROPOLITAN SOLUTIONS

I amsterdam®

Excellent connections



Amsterdam Airport

#3 largest cargo hub in Europe



#4 largest passenger hub in Europe



Seaport

- Rotterdam seaport largest in Europe
- Presence of seaports of Amsterdam and Antwerp



I amsterdam®

Attractive city for knowledge immigrants

#3 IT
Infrastructure
*IT Industry
competitiveness index*

#1 Connectivity
*DHL Global connectedness
index*

#4 Networked
Readiness Index
World Economic Forum

#4 Attractive
business climate
Europe
European cities monitor

#9 Ranking of
National Higher
Education
*Melbourne Institute of
applied economic and social
research*

#2 Adjusted
Livability index
The Economist

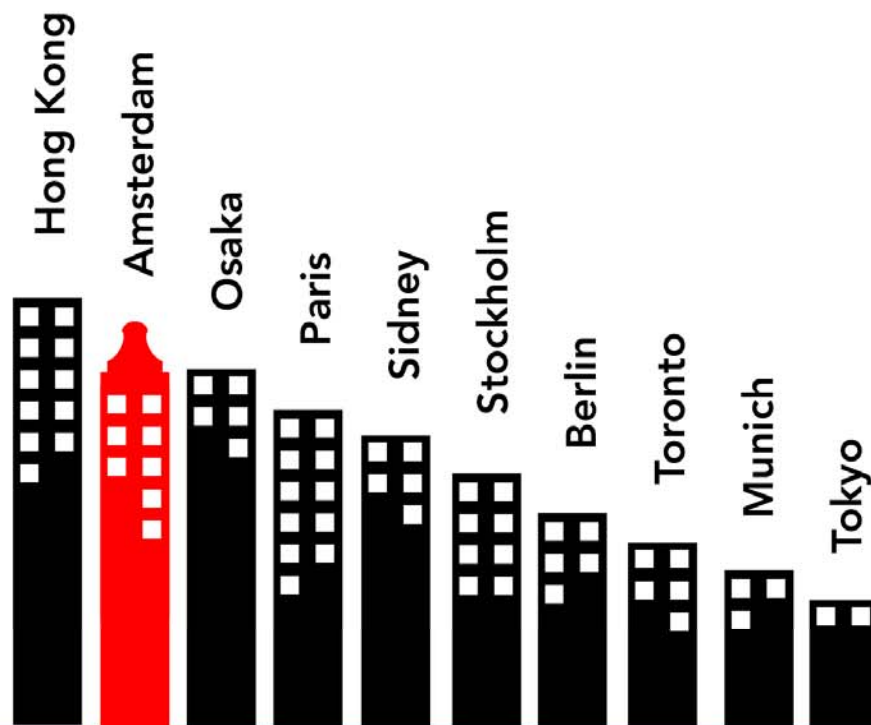
#5 Green
cities Europe
*European Green City
Index*



I amsterdam.



Most attractive cities to live



The Amsterdam office currently has 25 different nationalities represented among its staff, a testament to its success in recruiting talent from abroad. "Once candidates visit and experience the culture of the city, the agency usually seals the deal," according to Newman. "We all feel that Amsterdam is a wonderful place and that we're lucky to live and work here."



Lee Newman, Managing Director,
Wieden + Kennedy Amsterdam

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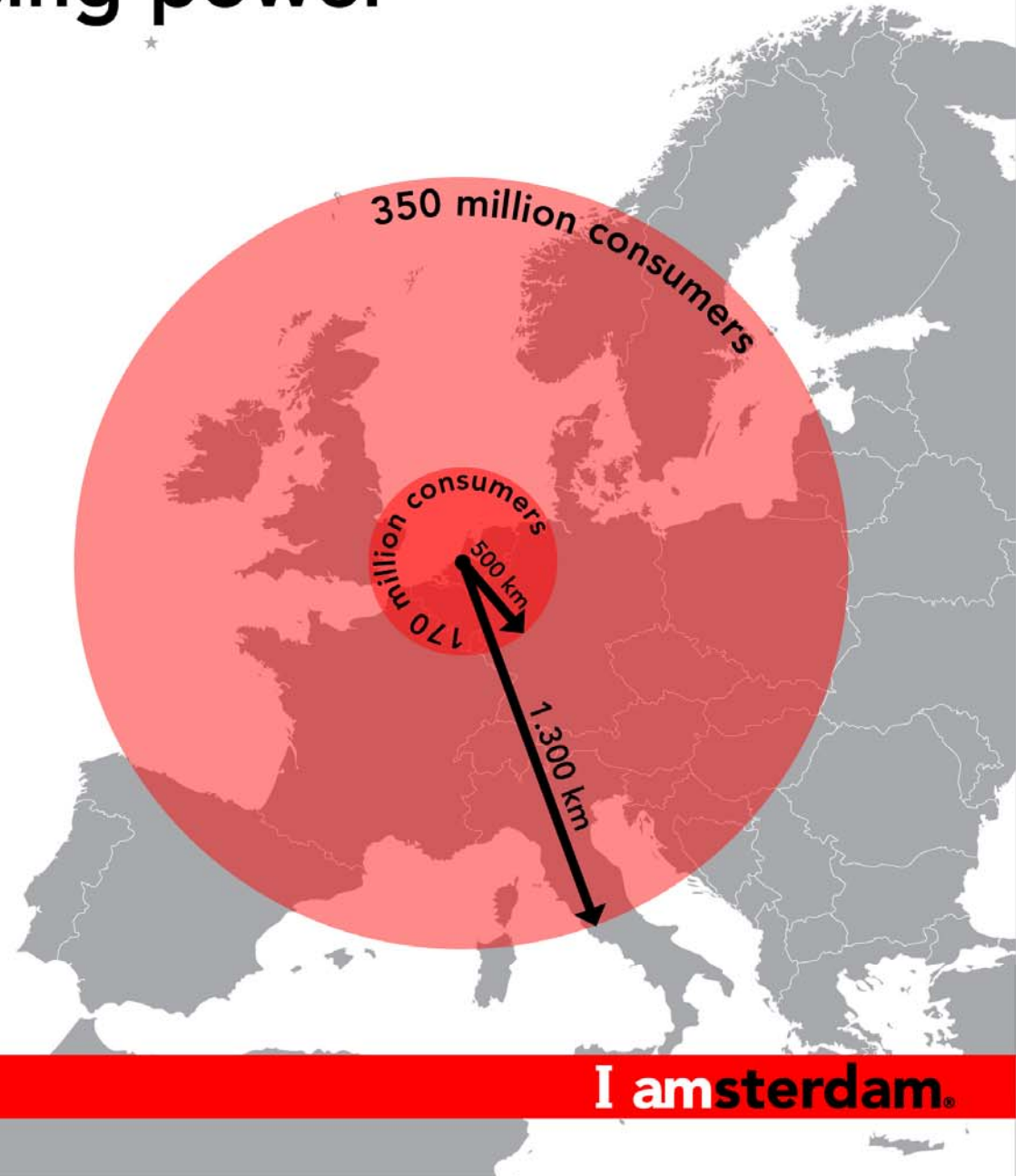
Center of purchasing power
situated at the centre of
buying power in the EU
between the three
largest economies
in Europe:

- **Germany,**
- **France**
- **and the UK.**



I amsterdam®

Center of purchasing power



I amsterdam®

8 clusters

De metropoolregio

Amsterdam heeft het talent om mensen en bedrijven aan te trekken. De regio staat internationaal bekend als open, creatief en ondernemend; de lokale en regionale economie is veelzijdig. We verkeren in een bevoorrechte positie, zoveel is zeker.



I amsterdam®

8 clusters

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Creatieve
Industrie

Financiële
& Zakelijke
Dienstverlening

Flowers &
Food

Logistiek

ICT/
e-Science

Life Sciences
& Health

Toerisme &
Congressen

Maak-
industrie



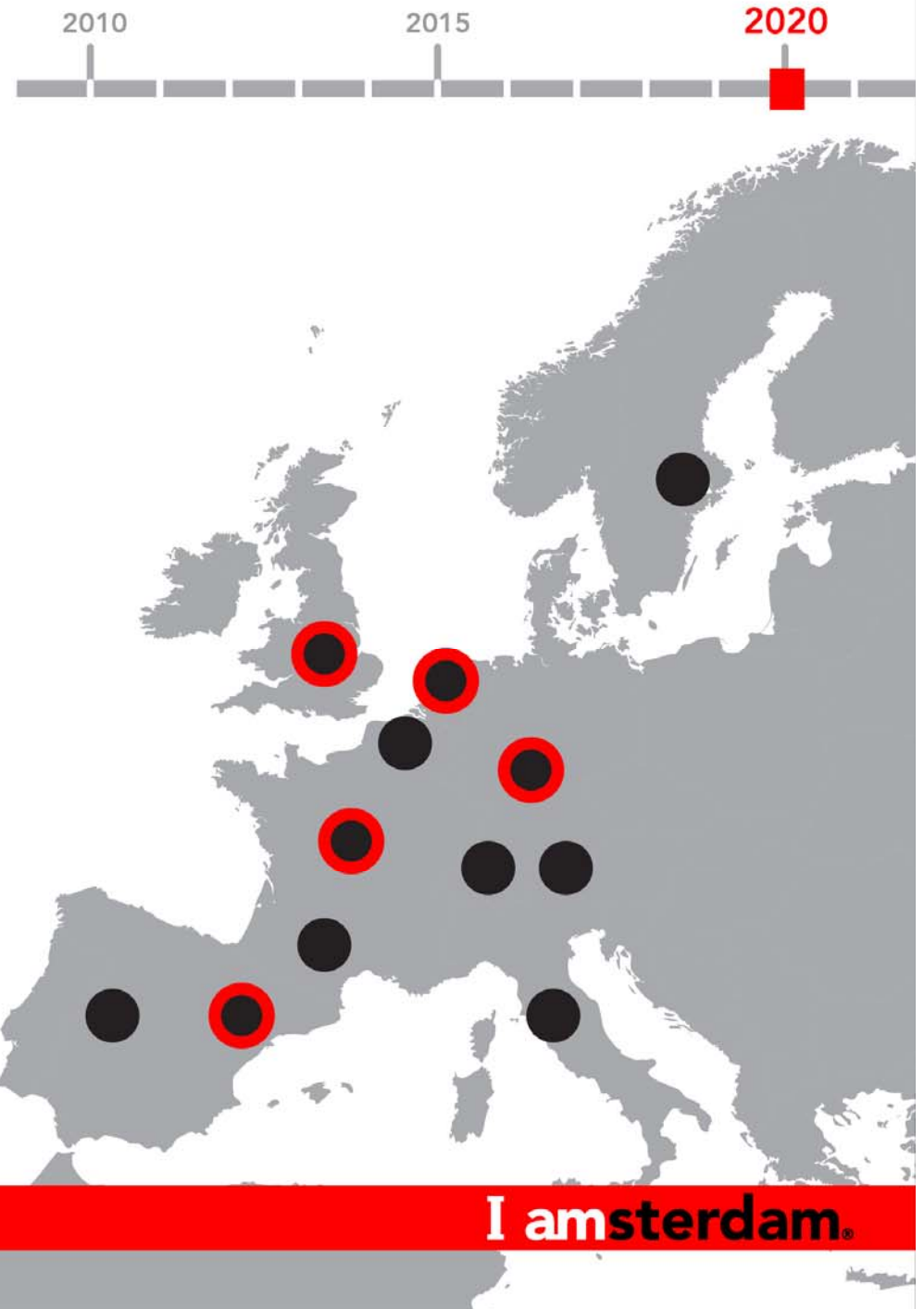
I amsterdam.

"The focus shifts
from national
economies to
regional economies.
In 2020 only a few
powerful economic
regions will remain."

Quote: OECD review, 2010



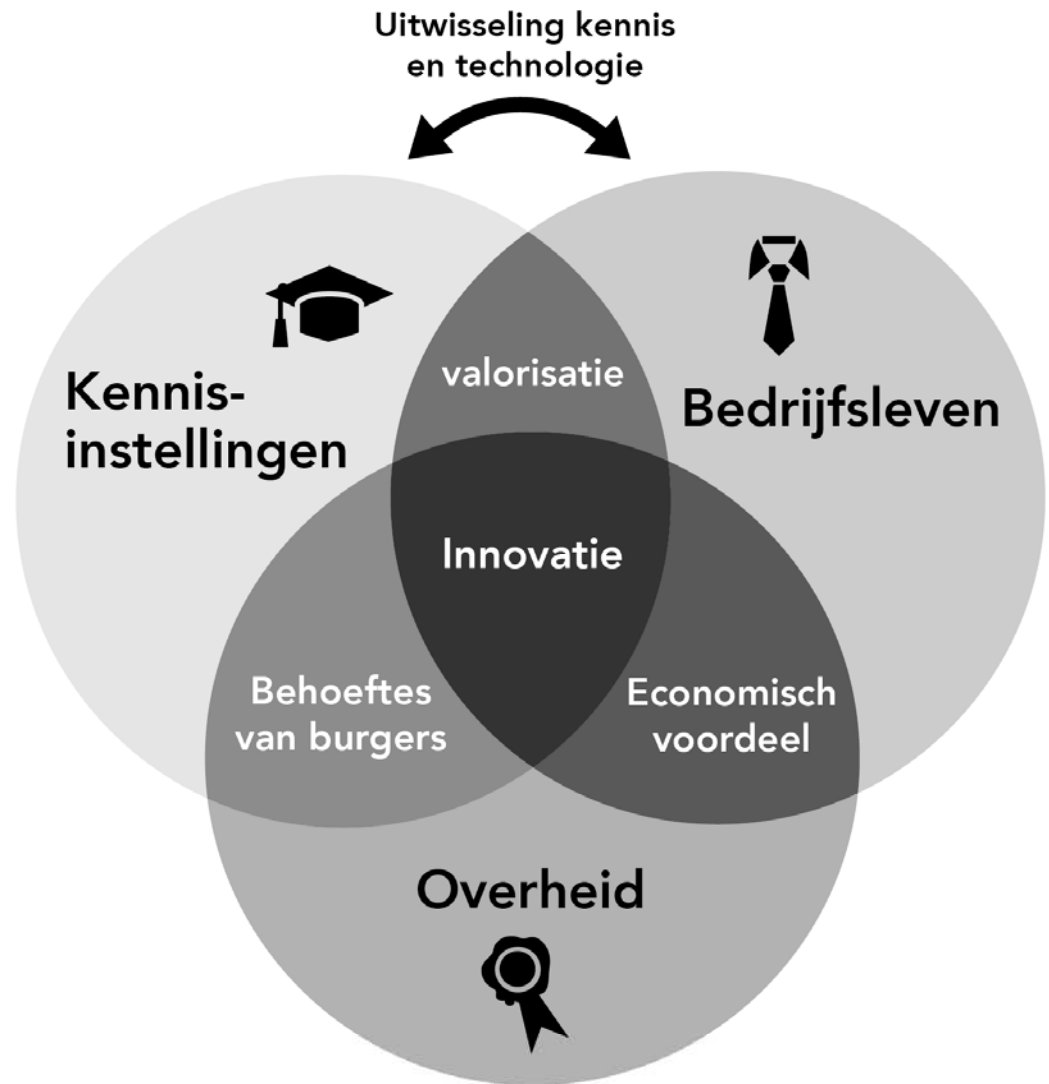
**Amsterdam wil in
de top 5 van
Europese
economische regio's
komen.**



De Board: Triple Helix

Heeft als doel
versterking van
de clusters door

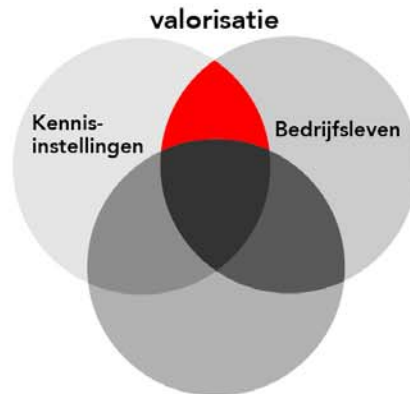
- samenwerking
- innovatie
- groei



Werkwijze Board

Kennis en innovatie

Valorisatie
Innovatiekapitaal
Kennisinfrastructuur



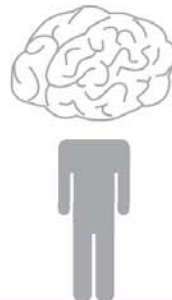
Internationale connectiviteit

Europa
Acquisitie en missiereizen
Stedenallianties



Human capital

Aansluiting onderwijs-arbeidsmarkt
Internationaal talent
Talent benutten



Basis randvoorwaarden

Duurzaamheid
Aanpak roadblocks
Leefbaarheid

