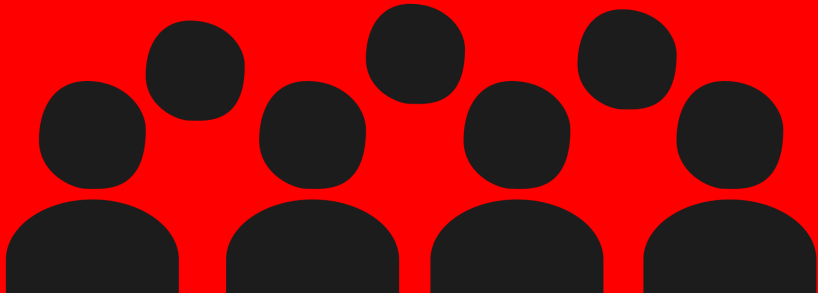


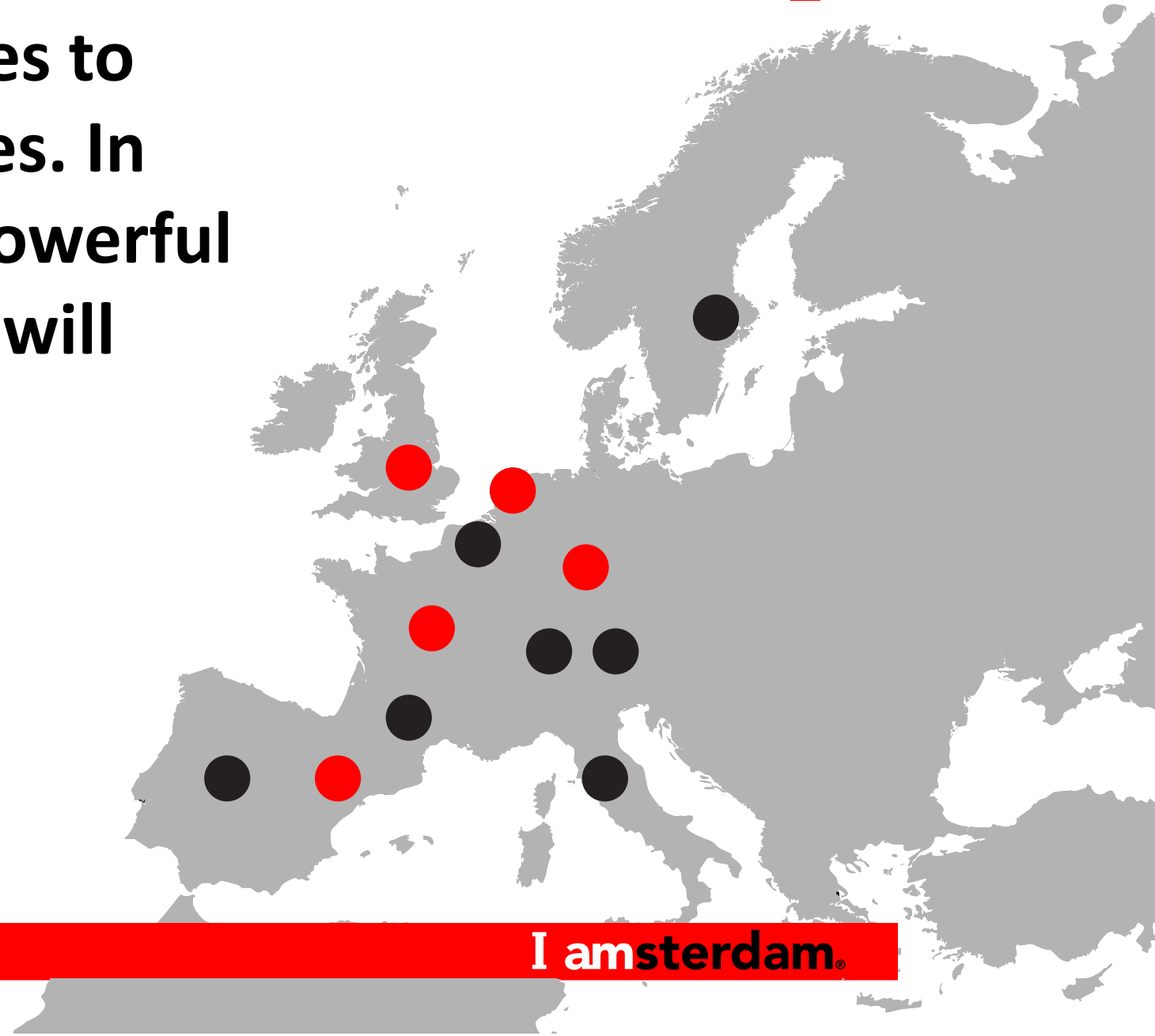
## Connecting Innovators

Dominique van Ratingen  
21 November 2014



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

*Quote: OECD review, 2010*

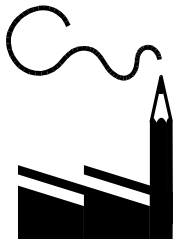


**I amsterdam®**

## AMA

- 2,2 milj inhabitants
  - open, creative and entrepreneurial
  - local and regional economy is diverse;
  - Internet hub and airhub
- innovative business climate: early adopters

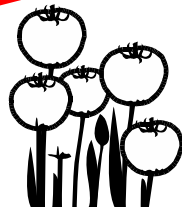
Creative Industries



Financial & business services



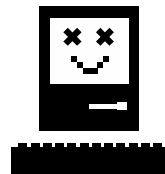
Horticulture & Agrifood



Logistics



ICT/ e-Science



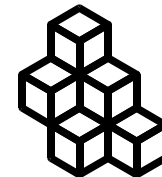
Life Sciences & Health



Tourism & conferences



High tech materials



**I amsterdam.**

**2013: the Board (ppo)  
Innovation strategy:  
Focus on upscaling  
8 strong clusters**



# De Board: Triple Helix

Strengthening the 8 clusters

through:

- **collaboration**

(knowledge institutions,  
businesses and local  
authorities)

- **innovation**

(cross overs between clusters)

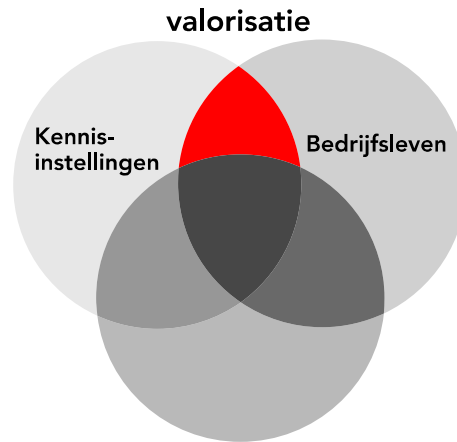
- **growth**



# Drivers for economic growth

## Knowledge & innovation

Valorisation  
Innovation capital  
Knowledge infrastructure



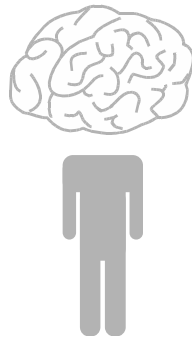
## International Connectivity

Europe  
Acquisition and trade missions  
Alliances with cities



## Human Capital

Connection education-labor market  
International talent



## Pheripheral conditions

Sustainability  
Approach to roadblocks  
Quality of life





# Cluster Creative Industries

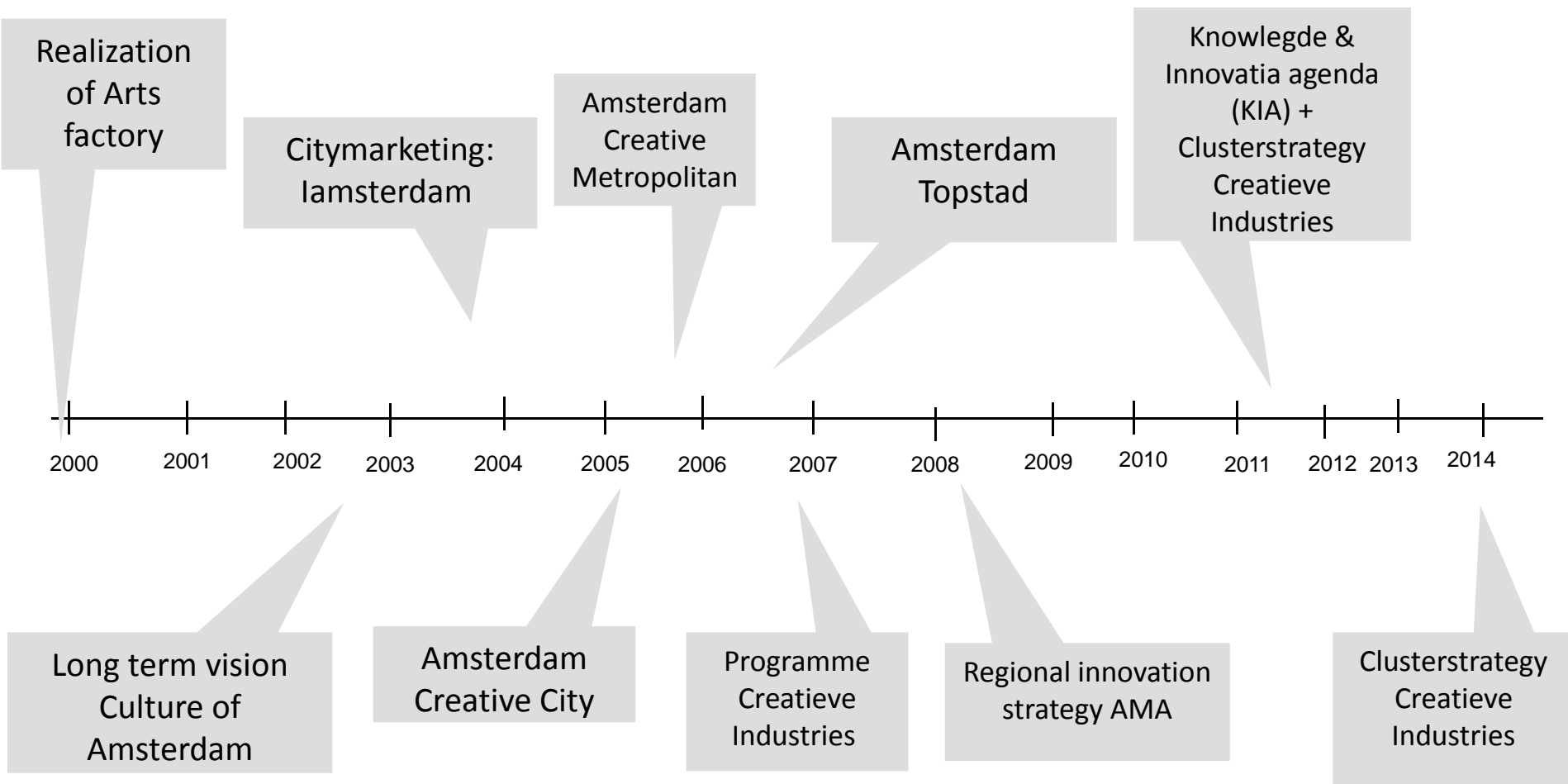
**I amsterdam.**

# Some facts & figures

- Home to **over 40.000** creative companies (17%)
- Over **90.000** professionals are working in the creative industries (6%)
- **4,3** billion E value added, **5%** of the AMA and **2,4%** of gross national product
- Amsterdam is ranked **5th** on a list of hot digital cities, compiled by Wired Magazine.
- Amsterdam is the first city in the world to have a Jean School;
- Amsterdam is seen as a world class creative test bed;
- The Dutch dance industry contributes **more than half a billion euros** to the Dutch economy each year and employs about **7.000** fulltime employees
- Strong in digital media and game companies
- Amsterdam counts **50** museum and some are amongst the top in the world



# Historical overview 2000 – 2014 of the creative industries policy in Amsterdam



# Strategy: 4 themes

- Stimulate crossovers with other sectors
- Support access to finance
- Create sustainable international connections
- Attract talent/connect talent-labor market

# Activities and Services

## At cluster level

- Inspiration and professionalization Activities
- Information sessions on EU funding possibilities
- Network/matchmaking meetings
- Promotion activities: Raising awareness
- Talent development and International talent acquisition
- European applications

## Other cooperation partners

- Amsterdam Inbusiness
- Amsterdam marketing
- Agency for breeding places, incubation centers: 1999

<http://www.amsterdam.nl/gemeente/organisatie-diensten/bureau-broedplaatsen>

/

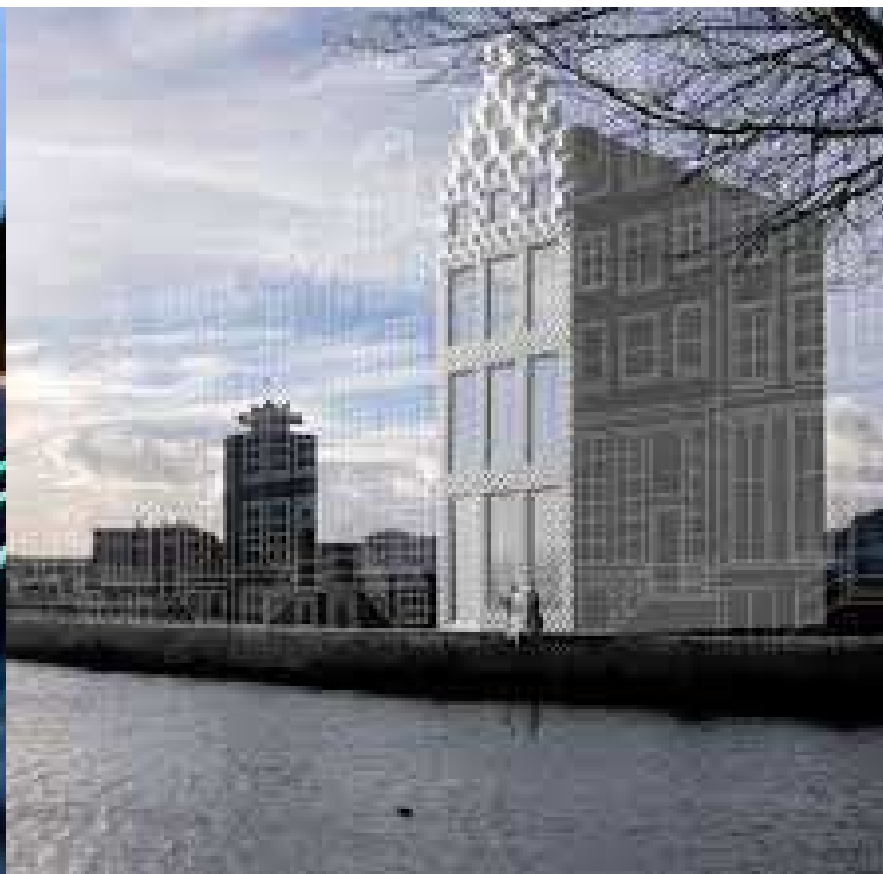


**I amsterdam.**

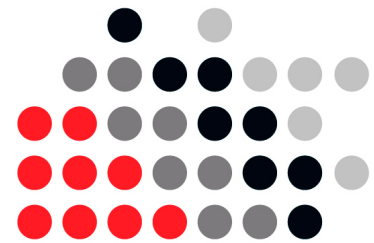


**Crossover Works #2 Innovating with the creative industry**

**I amsterdam.**



**I amsterdam.**



CROSS **INNOVATION**



**EUROPEAN**  
**Creative Industries**  
**ALLIANCE**

**I amsterdam.**

# Challenges and chances

## Digitalization

Technology developments

## Competition between city hubs

International promotion  
Battle of the talents - 'red tape'

## Credit crunch

Saving budgets in business and government; input  
private investors.

## Acces to finance

Difficulties to reach the budgets in Brussel and  
banks.

## Integral policy

Clear focus to scale up the creative industries.  
Heterogeneous super cluster



# amsterdam economic board



**I amsterdam.**