



Utrecht:

Healthy Urban Living

A place where the ideals of a healthy and sustainable society become reality; where the citizens, entrepreneurs, scientists and local governments join forces to achieve solutions to improve the quality of life, regionally as well as globally. This place exists.

The city of Utrecht is in fact a unique hub: innovation and science flourish side by side with culture and history. Collaboration is common practice: an increasing number of coalitions is proof of this quality of Utrecht to the (corporate) market. With its young, highly educated population, Utrecht distinguishes itself from other regions in the Netherlands especially when it comes to talent and knowledge, in business life as well as in knowledge institutions. Welcome to Utrecht!

BIKE CAPITAL UTRECHT

The start of the Tour de France in Utrecht was an event of global proportions. Live coverage of the city and its surroundings were broadcast in 190 countries and in many

media the organisation was praised. Concurrently with the Grand Départ various parties worked closely together to organise several package deals for the corporate market in order to provide an optimal presentation of Utrecht's innovative qualities. The Grand Départ can be considered a blueprint for further collaboration in the city of the Dom cathedral.

For Utrecht, cycling is an important issue, seamlessly linked to its spear-heads green, healthy and smart. In the years to come, the city will invest in improving cycling routes and parkinglots. At the moment, for instance, the world's largest bicycle parking is under construction, able to accommodate 12,500 bicycles. It is no coincidence that at the Bikenomics symposium, which was held in Utrecht, the Dutch 'Fietzersbond' (Cyclists' Union) nominated the city for its Cycling city 2016 award, and that various internationally renowned media such as CNN more than once pronounced Utrecht the (best) Cycling city.

ECONOMIC COMPETITIVE POWER

Partly thanks to a strong and stable economic profile, the European Commission (EC), for the second time in a row, pronounced the region of Utrecht Europe's most competitive region. The special combination of globally renowned knowledge institutions, an exceptionally high level of education, the central location in the heart of the Netherlands and excellent corporate locations constitutes Utrecht's economic competitive strength.

The public-private collaboration Economic Board Utrecht (EBU) aims to reinforce this position by acquiring appropriate international knowledge events. In 2014, for instance, it was announced that the EBU had earmarked an investment package amounting to 1.3 million euros for organisers of knowledge events in the province. This applies to international congresses and meetings compatible with Utrecht's spear-head themes. The fact that the region attracts more and more international congresses provides Utrecht with the opportunity to present its reputation of green, healthy and smart region on an international level.

SUSTAINABLE MEASURES

Green is an important spear-head theme. Many of the innovative sustainable measures in the fields of energy, water, mobility and construction are tested in practice at the Utrecht Science Park. At this campus, the knowledge industry is concentrated, with institutions like Utrecht University, Utrecht University of Applied Sciences and University Medical Centre Utrecht, as well as internationally acknowledged institutes like Hubrecht Institute, TNO, Deltares, Fungal Biodiversity Centre (CBS-KNAW), SRON and RIVM. Apart from these, the campus comprises some 60 other organisa-

tions, half of which are active in the field of life sciences.

Within the domain 'Smart' Utrecht is actively developing innovative product-service combinations, based on the idea that present and future generations place less value on the possession of a product but look more for the fulfilment of a certain need. This offers opportunities for the ICT industry and the corporate and financial service providers, sectors with strong presences in the Utrecht region. With major knowledge institutions like the RIVM, TNO, KNMI, RVO, Utrecht University, the Universitair Medisch Centrum (Academic University Center) and the Hogeschool Utrecht (College of Higher Education), Utrecht boasts the highest density in knowledge services in the Netherlands. Apart from that, Utrecht is a lively city of culture, with many festivals and events. This dynamic mixture of knowledge and culture shows Utrecht as an inspiring place that enriches and enhances the exchange of knowledge.

LUSTRUM YEAR

The anniversary of the Universiteit Utrecht (380 years) will be celebrated in a grand manner, with a special dies feast, and many festive and spectacular activities organised

by students' unions in the months thereafter. Most of these activities are open to the general public, by which the university shows its engagement with the city of Utrecht. Apart from that, various leading parties celebrate important lustrums, including the Jaarbeurs (100 years), Uithof (55 years) and the Hubrecht Instituut (100 years). For the programme various parties work closely together to present Utrecht more explicitly as 'smart' city.

THE UTRECHT CONVENTION BUREAU

The Utrecht Convention Bureau (UCB) is a neutral and independent partner aiming to promote the city of Utrecht as (inter)national congress destination. To this end, the Bureau supports initiators of international scientific congresses in their efforts to attract their European or global congress to Utrecht. This support is done by means of the congress stimulation package, consisting of advice regarding the locating of larger and smaller meetings in Utrecht. This is combined with advice on marketing, promotion, possible subsidies and co-ordination of presentations. Apart from that, the UCB has a bid fund and a stimulation fund. All UCB services are free of costs.

www.utrechtconventionbureau.com

