

Brainport Regio Eindhoven

Ideal meeting port

It is a well-known fact: regions where high-grade companies and leading knowledge centres flock together, have a huge attraction for innovative firms and startups. Brainport Regio Eindhoven is such an 'attractor'; no wonder that this powerful and inspiring region hosts many international congresses.

The Brainport region actually started with Philips: 125 years ago, this company established a factory for the production of light bulbs in the Eindhoven city center. The history of the Philips company is marked by the applications for patents for new products like the CD and the DVD, and to this day, the Netherlands are leading in Europe where new patents are concerned, thanks to companies and institutions in and around the city of Eindhoven. Strijp-S, Philips' former industrial zone, is now the home of various office buildings, workshops, exhibition halls and other cultural initiatives.

CLUSTERS

But the Brainport Regio has a great many other industries, often working together in clusters:

- Hightech: internationally leading companies like ASML, DAF and VDL generate a corporate R&D investment of more than 2 billion euros, the highest in the Netherlands. The markets served include those of semiconductors, nanotechnology, logistics and automation. Knowledge centers include the TU/e and TNO. The High Tech Campus Eindhoven is an open innovation hotspot where over 135 international companies are settled. These are active in areas like photonics, data science, and high tech software.
- Design: the world famous Design Academy keeps on producing new designers who quickly make a name for themselves with their products, but Philips Design and the TU/e Industrial Design faculty also enjoy global recognition. Each year in October, the nine-day Dutch Design Week is held. Exhibitions, seminars and shows are held at dozens of locations in the city of Eindhoven. Recurring elements are the 'Graduation Show' graduation

work from the Design Academy Eindhoven and the exhibition and award presentations of the Dutch Design Awards.

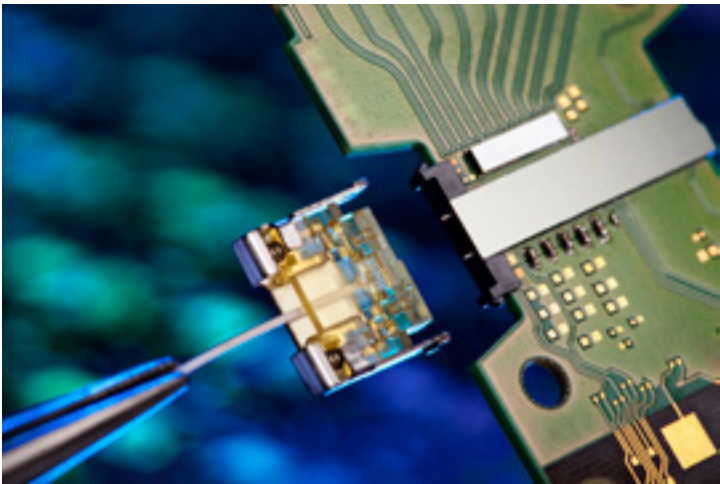
- Health: the Health cluster includes many companies and institutions concerned with all aspects of healthy living and aging. Parties in this area include Philips Healthcare, TU/e and the Holst Centrum.
- Energy: by means of the international research partnership Solliance the energy sector focuses on solar panels; also, applications are developed for sustainable energy supply for heavy duty batteries.
- Mobility: the mobility cluster concentrates on R&D, systems and smart mobility. The Automotive Campus houses, among others, TNO Automotive, AutomotiveNL, and TASS. Large companies located there are DAF Trucks, VDL Nedcar, TomTom, NXP and Philips.
- Agrifood: multinationals like Campina, Bavaria, VION and Nutreco constitute the Food sector, together with hundreds of SMEs. Here, the engineers also develop machines for the food industry, the Food Tech Park Brainport is the center for research, trade and education.
- Security: the Brainport region is also the home of the Dutch Institute for Technology Safety & Security (DITSS). Here, governments, knowledge institutes and companies work together on applications of technology to improve security.

STRONG AND SMART

The Brainport region, with the city of Eindhoven in its center, is a top technology region of world class. Together with Schiphol Amsterdam Airport and the port of Rotterdam it is one of the three pillars supporting the Dutch economy. Hightech and design are combined with an advanced high-end production industry and entrepreneurship. Intensive co-operation and the sharing of knowledge are part of the DNA and mark the open, innovative culture that makes Brainport smart as well as strong. This is further enhanced by an other form of intensive co-operation: that between government, education and enterprise.

Conference center and former science museum Evoluon





CONGRESSES AND EVENTS

That is exactly why, apart from many companies, the region attracts institutes and other organizations and many other parties that want to keep abreast of the most recent developments in the various fields. As a consequence, a great many congresses and events are held here, organized by various parties, to share the knowledge and to keep in touch with all innovations developed in the various sectors. To name an example: the TCI Conferentie 'Global Changes? Challenges for innovation clusters', which is organized early November on behalf of TCI Network by Brainport Development and Wageningen UR. At this meeting, the focus is on the opportunities for innovative clusters within the themes cities and competitiveness, modern cluster policy and learning networks.

A very pleasant secondary consideration is that the region, in fact the entire province of Brabant, can be called extremely hospitable. Some even call the province the Dutch Burgundy. This is because of the population's nature: apart from hard work, also an easy-going, genial lifestyle, enjoying the good things of life. It goes without saying, of course, that the (immediate) vicinity boasts many locations where life can be enjoyed, and people can relax (in whatever way) after all that hard work. No wonder that the organizers of congresses and events know where to find these relaxation locations, which they usually include in the offer for an event venue; to complete the package, as it were. The offer of locations is, of course, tailored to the target group, and there is an abundance of options in the region. Literally something to suit all tastes. In and around the city of Eindhoven itself, but also in the wider area.

ACCESSIBILITY

In the case that the participants in a congress or event wish to relax at a location which is a bit farther away from the Brainport region, it is a great advantage that all cities in this part of the Netherlands are very well accessible. All interesting locations are close by and easy to reach, by public transport as well as by car. Brabant has a

very large offer of recreational options, from world-renowned museums to historic city centers, from guided boat tours to farmers' golf. And do not forget the nature: the Biesbosch is a unique nature reserve, as well as the Loonse en Drunense Duinen. Ample choice when it comes to recreation and composing social programmes. For the international visitor it is a very pleasant convenience that Eindhoven has its own airport, with connections to almost every European capital. Should you not wish to fly, then, thanks to the excellent Dutch infrastructure, you are able to reach Amsterdam or Brussels in an hour's drive, for example. Or in two hours, Cologne or Düsseldorf. No wonder that the province of Brabant holds second place when it comes to favourite destinations for international organizations that want to do business in the Netherlands.

In order to even better be of service to international (business) visitors, various parties in the region have joined forces in the Brainport International Programme. The aim is to intensify the relations with hightech hotspots in Belgium and Germany, and also to build a network with regions in Asia, America and other knowledge centers. Apart from that, the Brainport Talent Centre is one of the most innovative programmes in Europe for attracting and retaining international students and knowledge workers.

STRENGTH

Not only is Brainport Regio Eindhoven ready for the future, it also determines this for a large part. The strength of the region is constituted by the innovative attitude of the organizations that have found a pleasant place of business there, but certainly also by the intensive co-operation between the various parties. The region brims over with energy and dynamism, and that is one of the reasons why it is an excellent location for organizing congresses and events. Just take a look at www.conventionbureaubrabant.nl for a suitable location. Options aplenty!
www.brainport.nl

Facts and figures on Brainport Regio Eindhoven

- In the past ten years, the economy in the Brainport Regio Eindhoven has grown one and a half times as fast as in the rest of the Netherlands.
- The public expenditures for R&D have doubled and in the past three years the number of expats / international knowledge workers has tripled.
- In no other region in the Netherlands the investments in R&D are higher: 2.5 billion euros.
- In the region more unique products with an added value are produced than anywhere else in the Netherlands.
- Together with the industry, the Technische Universiteit Eindhoven (TU/e) publishes the most of all universities worldwide. The university has held that position for six consecutive years.
- According to Forbes, Eindhoven is the number 1 innovation hotspot for entrepreneurs (2015).
- In 2014 the European Commission placed the Brainport Eindhoven Region on the 9th position in the ranking of European IT-hubs of world class. With this recognition, the region scores the highest of all Dutch regions and contributes considerably to the Digital Agenda for Europe.
- In 2015 the TU/e was again proclaimed best university of the Netherlands.
- The European Commission has proclaimed the province of Brabant Innovation Leader in the Netherlands, the only province to achieve this acclamation in the past decade.