



Utrecht: beautiful, compact and ideal for business events

Utrecht Convention Bureau can easily name ten reasons why the Dutch city is such an ideal location for an international congress or business event. The central position, the excellent accessibility and the modern congress facilities are just a few examples. Also, the fact that Utrecht is pre-eminently the knowledge city in the field of green, healthy and smart living, and offers a good price-quality ratio, is favourable. Excellent news, then, that soon, the city will get an additional thousand hotel rooms.

Original text Elly Molenaar

Utrecht is ideal as a business destination. Utrecht Convention Bureau Manager Hans Sittrop explains: "For many international event planners Utrecht might not be the first location they think of when organizing their business meeting. A missed opportunity. We would

like to put Utrecht on the map for international event planners. It is a historical city with a young, highly educated population, with excellent accessibility by car and by public transport and only half an hour from Amsterdam Schiphol Airport. Besides that, there is a large knowledge cluster ac-

tive. People who visit Utrecht find it full of character, beautiful, compact and mainly authentic. In the city centre, everything can be reached on foot."

SCIENCE PARK

In the Utrecht Science Park the focus lies on knowledge and knowledge development, and this is a great attraction for international congress organizers. Sittrop: "The Park houses world-famous institutes. Take for instance the Universiteit Utrecht, the Universitair Medisch Centrum Utrecht, the Hubrecht Institute and the Westerdijk Institute. Shortly, the Princess Máxima Center for Children's Oncology will also open its doors. These are major boosters for research. In collaboration with companies

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and research institutions like TNO and RIVM they develop solutions in the field of biosciences and health, sustainability and smart applications like gaming. Thanks to these developments, Utrecht is more and more often chosen as destination for congresses on these topics.”

FREE SUPPORT

Because it is quite a challenge to organize a congress or business event in a foreign city, Utrecht Convention Bureau helps out. “We provide support for the organizers in every possible manner”, says Sittrop, who himself has the necessary experience in organizing knowledge events. “Initially during the acquisition we point out the many advantages Utrecht offers for the organizers. Besides that we provide free, independent and expert advice on the congress as well as the informal programme options in Utrecht. We also put a bid and site inspection fund at their disposal.” Questions about the organization of an event or about the city of Utrecht and its facilities can be put to Utrecht Convention Bureau. “We offer a helping hand dur-

ing the entire organization process. What is more, we take care of the information and brochure material during the event.” Utrecht Convention Bureau often deals with professional congress organizers. “But it can also be the company secretary who is assigned the organization of an event. She can usually use some help.”

PROMOTION FUND

Utrecht would like to see an increase in the number of congresses and knowledge events in the city and its vicinity. That is why the Economic Board Utrecht provides a promotion fund. Organizers who realize national or international knowledge events in the province of Utrecht that last several days, and that have a link with the spearpoints Green, Health and Smart, can qualify. “Of course, we also mention this to the organizer”, says Sittrop.

METAMORPHOSIS

More and more international congress organizers know about Utrecht. No wonder: all ingredients are there. “In the city itself there are a lot of developments taking

place”, says Sittrop. “The area around the Central Railway Station, for instance, is going through a complete metamorphosis. Apart from the Hoog Catherijne shopping mall, the Jaarbeurs square was also reconstructed. The new City hall is located there, and recently a mega-size cinema was opened. The Jaarbeurs convention centre itself is also going through a complete transformation, and in the immediate vicinity some thousand new hotel rooms are being created. Ideal for guests from all over the world.”

HIDDEN PEARL

When, as a company, you hold a congress and show the latest developments to all your co-workers and colleagues from all over the world, this must simply be a perfect event in all aspects. In Utrecht, this is exactly what you get. Sittrop: “It is a hidden pearl with many opportunities. Here, we have everything to make a congress a success.”

www.utrechtconventionbureau.nl/en

