



People walking at shopping street De Meent



Rotterdam Central railway station



People enjoying the terrace of Fenix Food Factory and a view of Hotel New York and the Wilhelminapier.



An innovative drone company at RDM Rotterdam

Rotterdam: internationally recognized as a dynamic economic and cultural centre

# Action instead of words

**The typical Dutch expression 'geen woorden, maar daden' (action instead of words) was minted by the people living in and around the city of Rotterdam. This characterization is still very much applicable: the city is developing ambitiously, economically as well as culturally. Thanks to this drive, Rotterdam puts itself in the spotlights as the place par excellence to organize meetings and congresses in a dynamic, inspiring ambience. The Convention Bureau of Rotterdam Partners actively facilitates this.**

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**Photos** Marc Heeman, Claire Droppert, 500 Watt, Ossip van Duivenbode, Iris van den Broek

**No blabbing, get to work.** This is roughly the translation of another local expression that reflects the (sailors) mentality of this world port city. For generations, the people of Rotterdam have honoured this hands-on mentality. And it has served them well, when during the Second World War their proud city was ruthlessly bombed to rubble. They started from scratch and focused on a number of spearheads, like the economy entailed in the shipping industry. The Rotterdam people managed to integrate this in an appealing manner in the local culture. Based on an impulse for innovation they developed fabulous architecture that boasts numerous tours de force,



sometimes even sets the (inter)national standard and reflects daring and vision. Rotterdam does not let itself be limited by (un)written laws from the past, but takes the lead and innovates. This is exactly the climate to create a versatile source of inspiration for the organizers of and participants in international (corporate) meetings and congresses.

**MORE THAN 170 PARTNERS**

Rotterdam Partners strives to increase the national as well as international recognition of Rotterdam as the progressive city on the river Maas. As account manager Business Events, Mark de Jong represents the Convention Bureau of Rotterdam Partners, which advises and supports organizers of meetings and congresses independently and free of charge. "Backed up by a network of more than 170 partners we can supply any required information, establish contacts and help to find specific locations for events, dinners and stayovers, as well as provide suggestions for extracurricular cultural or other activities. We also draw their attention to our digital guides, like the Rotterdam App and the publication Dining in Rotterdam." Case in point for the collaborative mentality in the city is the marketing campaign 'Rotterdam. Make It Happen', an initiative from the coun-

cil, the Port of Rotterdam, the Erasmus University and Rotterdam Partners.

**MEETING IN A HANGAR**

What can the organizer of a meeting or congress expect from the city itself? "With regards to economics we have a number of so-called prio-sectors", says De Jong. "First and foremost is, of course, the shipping, maritime and port activities, the sector in which Rotterdam ranks among the biggest global players. Secondly, there are many links with the agri-food sector, which comprises 5,800 companies and 40,000 jobs, and which provides the city the status of second largest exporter in this field. Another spearpoint is the medical sector, mainly represented by the Erasmus Medical Center and three research institutes, related to the Erasmus University. Besides these, we also direct our focus on business services, smart industry, IT and the growing phenomenon of cleantech, technology that makes it possible to relieve the environment and realize energy savings. Apart from these economic aspects, Rotterdam excels in progressive architecture, historical as well as contemporary. A guided tour along exceptional residential buildings, factories, the Drijvend Paviljoen (floating pavilion) and the Erasmus bridge is enormously inspiring, not to mention

the experience of holding a meeting in a hangar at Rotterdam The Hague Airport. Which justifies my proposition that the city has excellent accessibility by all kinds of transport."

**BIDBOOK**

Event organizers who personally want to be convinced of all possibilities, are cordially invited by the Rotterdam Partners Convention Bureau. "PCOs and corporate event managers can participate in our annual Inspiration Days and Masterclass. In the same frequency we organize two so-called famtrips for planners from companies: one for British relations, one for the planners from the European mainland. In view of the rotating congresses we draw attention to the city by means of a bidbook. We do this in collaboration with an industry-related ambassador, who then acts as Rotterdam Knowledge Partner. Our account managers establish contacts worldwide to enthusiastically tell meeting and congress organizers all about the possibilities and added value the city on the river Maas has to offer." Listening to their story, you cannot fail to feel the energy Rotterdam exudes, combined with the ambition to keep on innovating itself without restrictions.

[www.rotterdampartners.nl](http://www.rotterdampartners.nl)



Floating Pavilion at Rijnhaven



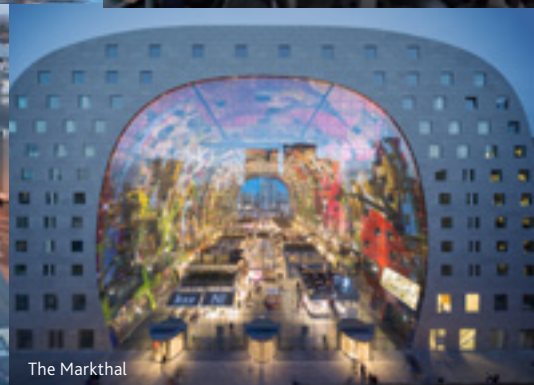
Skyline with Erasmusbrug and Wilhelminapier where De Rotterdam is located



Cube houses with in the background the Willembrug



Education and Entrepreneurship meet at RDM Rotterdam



The Markthal