



# BENCHMARKING AMSTERDAM / UTRECHT 2016

10-12 FEBRUARY 2016  
PROGRAM



MÄLARDALSRÅDET

# The Council for the Stockholm-Mälars Region presents its seventh international study mission – Amsterdam & Utrecht 2016

*The delegation will approach different angles of competitiveness with a special focus on how collaboration and knowledge transfer lead to strong competitive regions.*

## INTERNATIONAL STUDY MISSION

The International Study Mission Programme was initiated in 2005 by the Council for the Stockholm-Mälars Region. Study visits have since then been conducted to Seattle, Dublin & Ireland, Singapore & Kuala Lumpur, Helsinki, Munich and London. A delegation of 30-50 people has participated in each of the trips, representing governments, business and the academic sector in the region.

The objectives of the trips are to study and learn from other internationally competitive metropolitan regions, to better understand the role of metropolitan regions in a globalised economy, and enhance relationships between leaders from business, government and the academic sector in the region.

## WHY AMSTERDAM AND UTRECHT?

All since the Golden Age in the 17th century, when the Dutch economy flourished thanks to global trade, Amsterdam has been an international melting pot. Today, more than half of the population has foreign origin. Times change and global competition hardens. Amsterdam's answer is: profiling the city's trademark, creating one of the fastest growing airports in Europe and being in the forefront for collaboration and smart solutions to meet the challenges of the growing city. Welcome to the city that was built and developed by its creative companies!

Utrecht is a city with a strong university that is twice ranked the most competitive region in the European Union. Utrecht Science Park, located to the university's campus, focuses on Life Sciences and sustainability. The park is an example of close collaboration between the local and regional governments, academy and businesses to develop the region to stand strong in the global competitiveness. The city is also a hub for infrastructure in the Netherlands and is home to more than 1 000 000 bicycles. Cycling is increasing, as in our region. Let us prepare for the future by learning how they tackle the bicycle challenge!

## THE DELEGATION

The delegation consists of about 45 high-level leaders representing local and regional authorities, the business community and universities in the region. Mr. Torbjörn Rosdahl, Chair of the Executive Committee of the Stockholm County Council and Chair of the Council for the Stockholm-Mälars Region, is head of the delegation.



# PROGRAM

## FLIGHTS

10/2 (KL1108) Arlanda – Amsterdam 11.05 – 13.10

12/2 (KL1115) Amsterdam – Arlanda 14.25 – 16.25

## WEDNESDAY 10 FEBRUARY

### AMSTERDAM – CREATIVITY, INNOVATION, COMMERCIAL SPIRIT

The metropolitan region of Amsterdam defines itself as the capital of creativity, innovation and commercial spirit. Today we will learn why. We will dig deeper into what international availability, interaction and city marketing do for a region's competitiveness.

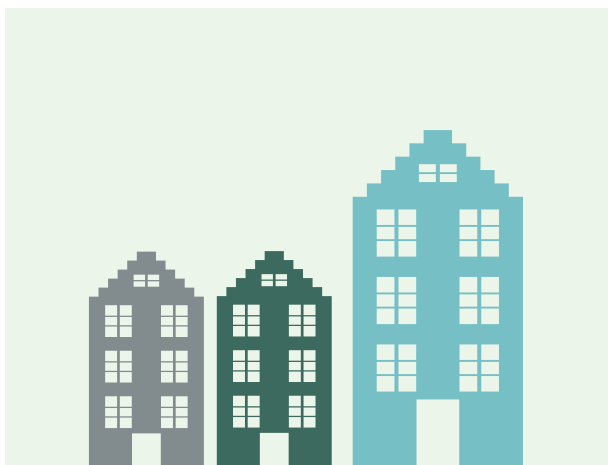
13.45 - 15.00

### AMSTERDAM AIRPORT SCHIPHOL

*Schiphol Group's Head Office/het Schipholgebouw*

How did Schiphol become Europe's fifth biggest airport and one of the most popular airports according to several international rankings? The development up till today. Current challenges and future visions.

Maurits Schaafsma, Urban Developer at  
Amsterdam Airport Schiphol



15.15

GROUP TRANSPORTATION TO AMSTERDAM MARKETING

*The Chamber of Commerce building, De Ruyterkade 5,  
1013 AA Amsterdam*

16.00 - 18.00

AMSTERDAM MARKETING

*5th floor, Europazaal*

*Wifi: kvkgast, Password: 0885851585*

Amsterdam has one of the strongest city trademarks in the world. How was that developed? And how do they use it today? The importance of focus and broad anchoring.

Geerte Udo, Marketing Director, Amsterdam Marketing

EXPATCENTER AMSTERDAM AREA

The Expatcenter provides a one-stop-shop service for international companies and their highly skilled migrant employees, as well as scientific researchers. How does the center work? What are the results up till now?

David van Traa, Director Expatcenter Amsterdam Area

18.15

GROUP TRANSPORTATION BY BOAT TO RESTAURANT  
D'VIJFF VliegHEN

*Departure: Ruyterkade oost*

Amsterdam is seen in its full glory from the water. The magnificent buildings, picturesque bridges and magical canals, for which the city is so famous. A canal boat takes the delegation from Ruyterkade oost to the Restaurant of the night, D'Vijff vliegHEN. The Swedish Chamber of Commerce and representatives from its members will join us.

19.15

DINNER - AMSTERDAM FROM A SWEDISH PERSPECTIVE

*Restaurant D'Vijff vliegHEN, private entrance from canal: Singel  
355, 1012 WK Amsterdam*

Per Holmström, Sweden's Ambassador to the Netherlands, gives his perspective on Dutch society and politics. Companies and entrepreneurs, as well as Andreas Rentner, Business Sweden, join us for dinner. In cooperation with the Swedish Chamber of Commerce.

22.15 (approx.)

GROUP TRANSPORTATION TO THE HOTEL

*Golden Tulip Amsterdam West, MOLENWERF 1,  
1014 AG Amsterdam*

# THURSDAY 11 FEBRUARY

## UTRECHT – HEALTHY URBAN LIVING

Not once, but twice has Utrecht been ranked the most competitive region in the European Union. How did they make that happen?

7.45

## GROUP TRANSPORTATION TO UTRECHT CENTRAL STATION

*Stadsplateau 1, Utrecht*

9.00 - 11.00

## UTRECHT CENTRAL STATION

*Utrecht Info Centre, ground floor, left corner*

*Wifi: GEMEENTE, Password: Stadskantoor2014@Utrecht*

Utrecht is the hub of rails and trains in the Netherlands. A big refurbishment is currently taking place that will connect the different parts of the city better. What are the challenges? What are the characteristics of the city? And how does the city cope with its more than 1 000 000 bicycles?

Tjerk van Impelen, Utrecht Info Centre

11.00 - 11.30

## GROUP TRANSPORTATION TO 21ST FLOOR

11.30 - 13.00

## ECONOMIC BOARD UTRECHT INCL LUNCHEON

*Wifi: GEMEENTE, Password: Stadskantoor2014@Utrecht*

Utrecht has cultivated a smart, green and above all healthy-living city and region. It is built on the belief that true economic value comes from having a strong and diverse cross-section of businesses.

Knowledge institutions and local and provincial government which work cooperatively to ensure societal challenges are seen as market opportunities to be capitalized upon, rather than as burdens for business. The Economic Board Utrecht attempts to form alliances that focus on three main areas: the development of healthy city living, the transition to a green economy, and offering innovative services to citizens.

Jan van Zanen, Mayor of Utrecht

Monique Roso, EBU Research

Irene Ten Dam, domain manager Green, EBU

Jelle van der Weijde, domain manager Health, EBU

Heerd Jan Hoogeveen, domain manager SMART, EBU

13.15 - 13.45

GROUP TRANSPORTATION (WALK) DOWN TOWN.

Guided tour to the City Centre, Utrecht Info Centre

14.00

GROUP TRANSPORTATION TO UTRECHT SCIENCE PARK

*Heidelberglaan 11, 3584 CS Utrecht*

14.30 - 15.30

UTRECHT SCIENCE PARK

*Central hall on the first floor.*

*Wifi: UU-visitors*

The Utrecht Science Park is the beating heart of a regional network of quality business locations and projects focused on knowledge-intensive companies in the province of Utrecht. How is the science park managed? What does the university-industry and university-city collaboration look like? Why did Danone locate its research head quarter to Utrecht?

Marjan Oudeman, Chair executive board, Utrecht University

Floris de Gelder, Director, Utrecht Science Park

Onno Möller, Policy Officer valorization, Utrecht University

Elmo Wissing, Site Director, Nutricia Research

15.45

GROUP TRANSPORTATION TO AMSTERDAM, MAYOR'S HOUSE

*Herengracht 502*

17.15 - 18.30

VISIONS OF AMSTERDAM – RECEPTION IN MAYOR'S HOUSE

Kajsa Ollongren, deputy Mayor of Amsterdam

Jacqueline Cramer, Board Member Amsterdam Economic Board,  
professor and ex-Minister of Housing and Urban Planning

18.45

GROUP TRANSPORTATION (SHORT WALK) TO

RESTAURANT BRASSERIE FLO AMSTERDAM

*Amstelstraat 9, 1017 DA Amsterdam*

21.30 (approx.)

GROUP TRANSPORTATION TO THE HOTEL

*Golden Tulip Amsterdam West, MOLENWERF 1, 1014 AG Amsterdam*

# FRIDAY 12 FEBRUARY

## AMSTERDAM

7.45

### GROUP TRANSPORTATION TO MARINETERREIN

*Kattenburgerstraat 5, Amsterdam*

*Wifi: Bureau Marineterrein, Password: Voorwerf#april2015*

Marineterrein is the official venue for the meetings of the European Council and the Council of Ministers during the Dutch Presidency of the European Union first half of 2016.

8.30-9.30

### THE REGIONAL CIRCULAR ECONOMY CHALLENGE

In 2025 the Amsterdam Metropolitan Area will be a Circular hotspot where resource efficiency is key. Main themes are recycling and development of circular product and material chains. Circular economy example: de Ceudel - creative and social enterprises creating a regenerative urban oasis in Amsterdam North.

Jacqueline Cramer, Board Member Amsterdam Economic Board,  
professor and ex-Minister of Housing and Urban Planning  
Cynthia Mooij, Metabolic

### AMSTERDAM ECONOMIC BOARD – AMSTERDAM SMART CITY

In order to fully exploit its potential and play a pioneering role, governmental agencies, research institutions and the trade and industry sector collaborate in the Amsterdam Area: This is the Amsterdam Economic Board. How are these kind of collaborations shaped? How has the board developed over time? How do the projects meet the societal challenges of our time and make Amsterdam a better place?

Audrie van Veen, European Strategist Amsterdam Economic Board

### EXAMPLE AMSTERDAM SMART CITY

AMS Institute, TU Delft and DAT Mobility are collaborating with the City of Amsterdam to develop a dashboard for monitoring pedestrian flows during SAIL. The main focus of the study is on how to gain reliable information on pedestrian flows during large-scale public events such as SAIL and use this effectively for crowd management. The pilot is a first step in developing a system for measuring and managing busy pedestrian flows.

Eric de Kievit, City of Amsterdam



9.45 - 10.45

#### SMART CITY EXPERIENCE LAB

*Wifi: Smart City Experience Lab Password: 3xperienceLab*

We split up in two groups, who will discuss further about the talks and the rest of visit and visit the lab alternately. This Experience Lab gives an overview of all smart city innovations in the Amsterdam region. It is an interactive space, where visitors can walk around and learn individually. Two of the experienced Smart City team Members will be there to explain and answer questions.

10.45

#### COFFEE AND REFLECTIONS

11.00 - 11.45

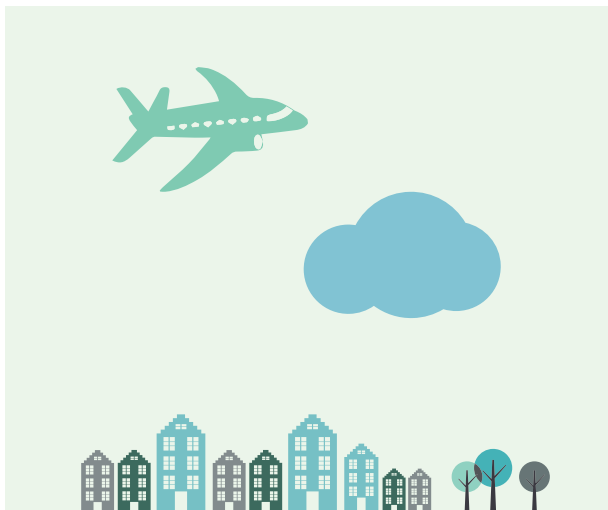
#### FOCUS CURA – HEALTH AT A DISTANCE

Daan Dohmen is the young entrepreneur who is deeply engaged with elderly care and health at a distance. 125 000 Dutch people now use the smart software he and his crew developed. How can technology at its best help us to develop our health care system? Learn how to be an innovation leader in the health sector!

Daan Dohmen, CEO, Focus Cura

12.00

#### GROUP TRANSPORTATION TO AMSTERDAM AIRPORT SCHIPHOL



# PARTICIPANTS

MS. AMANDA AGESTAV Deputy Mayor, City of Västerås

MR. FREDRIK AHLSTEDT Deputy Mayor, City of Uppsala

MS. BIRGITTA ANDERSSON County Councillor in opposition,  
Västmanland County Council

MS. CECILIA BRINCK Opposition Vice Mayor, City of Stockholm

MS. LOTTA EDHOLM Opposition Vice Mayor, City of Stockholm

MR. JOHAN EDSTAV Chair, Uppsala Regional Council

MR. URBAN GRANSTRÖM Mayor, City of Nyköping

MR. VIKING JONSSON Chair, Sörmland Regional Council

MS. IRÉN LEJEGREN County Commissioner, Region Örebro County

MS. SOFIA MATTSSON BUHLIN Political Advisor,  
Stockholm County Council

MS. SUSANNE NORDLING County Council Commissioner,  
County of Stockholm

MR. TORBJÖRN ROSDAHL Chair of the Executive Board,  
Stockholm County Council

MS. GUNILLA ROXBY CROMVALL County Council Commissioner,  
County of Stockholm

MS. ELIZABETH SALOMONSSON Vice Chair Västmanland Association  
of Local Authorities and County Council

MR. JAN VALESKOG Deputy Mayor, City of Stockholm

MR. BÖRJE WENNBERG Chair of the Executive Board,  
Uppsala County Council

MR. PONTUS EK Customer Unit Head, MSD

MR. PER-MARTIN ERIKSSON CEO, Veidekke Bostad AB

MR. CHRISTER FOGELMARCK CEO, Parks and Resorts Scandinavia

MS. ULRIKA FRANCKE CEO, Tyréns

MR. ANDREAS HATZIGEORGIOU Chief Economist,  
Stockholm-Uppsala Chamber of Commerce

MR. FREDRIK JARESVED CEO, Airport City Stockholm

MR. PER JOHANSSON Regional Manager, JM

MR. LARS JONSON Vice President, Skanska Sweden

MR. PER-ARNE RUDBERT CEO, Humlegården Fastigheter AB

MR. PATRIC SJÖBERG CEO, Stockholmsmässan AB

MR. STEN WETTERBLAD Regional Director, Akademiska Hus

MR. PETER VIINAPUU CEO, MTR Nordic AB

MS. MARIA ZIMDAHL Deputy head of Division Infraservice, NCC

MR. ROGER MELLIN Strategic Partnerships Director, AbbVie

MR. IVAR BJÖRKMAN CEO, Openlab

MS. ANKI BYSTEDT Head of Office, External Relations and Communications Office, Stockholm University

MR. MATS DANIELSSON Vice President, Stockholm University

MR. NILS EKEDAH Pro-Vice-Chancellor, Södertörn University

MR. KJELL FAGERSTRÖM CEO, Alfred Nobel Science Park

MS. CHRISTINA FRIMODIG, CEO STUNS

MS. EVA MALMSTRÖM JONSSON Deputy President, KTH Royal Institute of Technology

MS. PIRKKO TAMSEN Head of UU Innovation

MR. BJÖRN VARNESTIG CEO, Flemingsberg Science

MS. EMMY AHLSTEDT Process leader, Council for the Stockholm Mälars Region

MR. PETTER ARNEBACK Regional Development Director, Örebro Regional Council

MS. MARIA NIMVIK STERN Secretary General, Council for the Stockholm Mälars Region

MR. TOMAS STAVBOM Director Regional Development, Uppsala Regional Council

MS. YLVA WILLIAMS CEO, Stockholm Science City

MR. OLLE ZETTERBERG CEO, Stockholm Business Region

MR. JOHAN ÖDMARK CEO, Kista Science City AB

AMSTERDAM – CREATIVITY,  
INNOVATION AND  
COMMERCIAL SPIRIT!

WHAT CAN THE STOCKHOLM  
MÄLAR REGION LEARN FROM  
THE DUTCH?

UTRECHT – HEALTHY  
URBAN LIVING



@Malardalsradet  
#benchNL

Feel free to tweet about your thoughts  
before, during and after the trip!

#### Contacts

Ms. Emmy Ahlstedt  
+46 732 54 22 83  
emmy.ahlstedt@malardalsradet.se

Ms. Maria Nimvik Stern  
+46 705 48 13 02  
maria.nimvikstern@malardalsradet.se

Hotel  
Golden Tulip Amsterdam West  
MOLENWERF 1  
1014 AG Amsterdam - Netherlands  
+31 20 2629263



Stockholms Handelskammare

