



## Index

<i>Subject</i>	<i>Page</i>
History of Eindhoven	
Eindhoven airport	
An important hub	
Mobility	
Map of Eindhoven	
Transporting goods	
Intelligent region	
The future	
Summarized	

## So, why should you come to Eindhoven?

Eindhoven is getting more important by the day, economically, and in the sector of technology, also thanks to Brainport. Because of the fact that Eindhoven is an important **technical hub, railway hub, biomedical technology hub**, second biggest **export hub** in the Netherlands, it offers you great abilities of starting a company here. In and around Eindhoven you have **accessibility** to go wherever you want, by car, bus, train, plane, or even on a bicycle which you can rent. Being close to Eindhoven Airport which has handy connections to the railway station and the bus line only works for your advantage of transporting goods, and yourself, very fast and easily.



Sources:

- [www.brainport.nl](http://www.brainport.nl)
- [www.eindhovenairport.nl](http://www.eindhovenairport.nl)
- <http://en.wikipedia.org/wiki/Eindhoven>
- [www.eindhoven-life.com](http://www.eindhoven-life.com)
- <http://www.sre.nl/web/show/id=79613>
- <http://en.wikipedia.org/wiki/Philips>
- <http://www.vvveindhoven.nl/en/>
- <http://www.oveindhoven.nl/>

Brochure Eindhoven (vvv)

The Geo, Coursebook + Geoguide



### Eindhoven in the future.

In the future, Eindhoven thinks it is going to play a bigger role in Europe **economically**. The project of Brainport is an excellent example. Brainport wants to work on, as they say themselves: ‘a **sustainable economic development** in the Netherlands’.



In 2020, the south-east of the Netherlands will be in the top 3 of the top technology regions of Europe, and in the top 10 of the world. Another aim of Brainport is to come closely to **full employment** in the Netherlands. Eindhoven will become more and more important **globally** in the future.



### History of Eindhoven – the growth phases.

Eindhoven used to be a little town, but it became as big as it is now thanks to large **transnational corporations** like Philips. When in 1891 Philips was founded, the industry of the city grew soon. Eindhoven focused itself on 5 kinds of industry, including tobacco,



textile, and car-factories. This kept the industry growing throughout the 20<sup>th</sup> century.

After the Second World War, parts of the city had to be rebuilt, which was done in a more modern way, and which made Eindhoven be known in the Netherlands as **the capital of the Dutch industrial design**. Nowadays, the city of Eindhoven is the 5<sup>th</sup> biggest city in the Netherlands, and more and more foreign companies establish here, in Brabant.

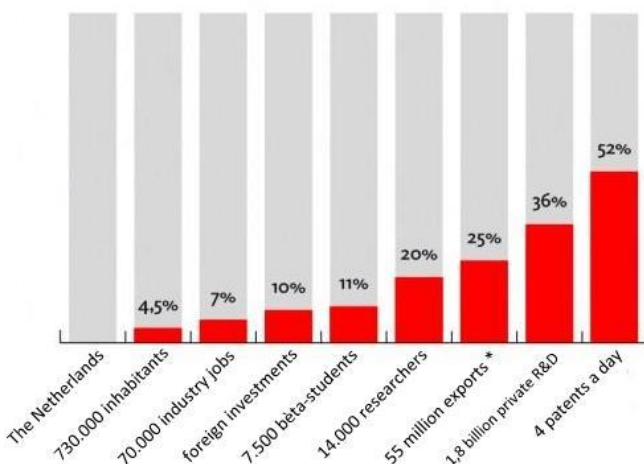
### Special features of Eindhoven Airport.

Eindhoven Airport is the second biggest airport in the Netherlands. It is the **mainport** for the military air base and part of the departure and returning point of all troops who are deployed by the military.

Eindhoven Airport flights are mostly to and from European destinations. They offer you many daily flights, for instance to London, Dublin, or Antalya, but flights which go less frequently as well. Going on a business trip, you can have meetings or conferences inside the building of Eindhoven Airport. There is a Business Centre located on the first floor, and it has several rooms. Throughout the whole airport you can enjoy the wireless network. Close to Eindhoven Airport lies the A2, a big motorway running through a big part of the country. Another way to leave Eindhoven Airport is with the bus. It connects the airport to the railway station. This bus line travels several times a day.

#### CONTRIBUTION TO DUTCH INNOVATION POWER

■ The Netherlands ■ Brainport (region of Eindhoven)  
 SOURCE: CBS/LISA/ETIN 2008 \* figures of Brabant





### Eindhoven as an important hub.

Due to the foundation of Philips, Eindhoven was made into a huge **technical and industrial hub**. Philips has **branches** all over the world; in Australia, Brazil, Canada, USA, UK, China, France, India, Israel, Mexico and Poland, but its **headquarters** are still located in the Netherlands.

In March 2004 Eindhoven, Leuven and Aachen decided to join forces and make sure that their triangle, as they call themselves Eindhoven Leuven Aachen triangle (ELAt), gets really successful in Europe and also globally, in the **technical sector**. ELAt also wants to improve **international and interregional partnerships** for knowledge and innovation.



The Technical University of Eindhoven, Catharina Hospital, Philips Healthcare and the University of Maastricht joined forces to start researching about technology, engineering and biomedical science as well. Eindhoven has made this research into a new department of a university: BioMedical Technology, abbreviated BMT. This development has made Eindhoven a new **biomedical technology hub** in the Netherlands and its European region.



### Eindhoven – one of the most intelligent regions in the world.

The Intelligent Community Forum placed the region of Eindhoven in the top 7 most intelligent communities in the world. The ICF also claimed Eindhoven to be the **industrial heart** of the Netherlands.

Because of a **model public-private program** called "Brainport", the region of Eindhoven had developed into an open innovation platform. Brainport helps the region by identifying its strengths, weaknesses, needs and gaps, and then forms joint projects using ICT. These projects concern social challenges, sharpen citizen skills and **business competitiveness**, and create **business opportunities** in the region.



A 'spin out' of Philips is ASML, which' headquarters is in Veldhoven, located next to Eindhoven. ASML produces machines which can make chips.



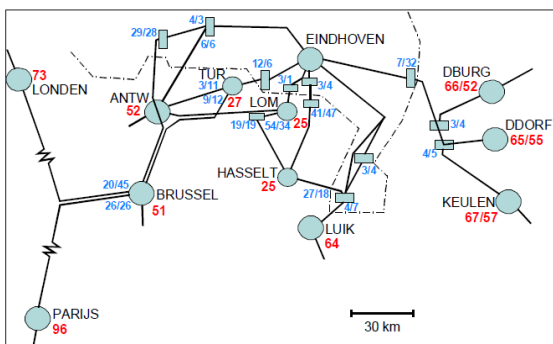
### Different means of transporting goods to/from Eindhoven.

Eindhoven offers several fast ways of **transporting goods**. First of all is Eindhoven a **rail transport hub**. The main station has connection to both intercity and local services, while the smaller station, Eindhoven Beukenlaan, is served by local trains. Transporting goods by **railroad** has many advantages. Trains are for example able to carry the heaviest and the lightest products and have a variation from 'drag' trains to 'flyers', all with high speeds.



Special types of goods, like **perishables**, can be transported by car. The Netherlands is one of the most dense highway networks in the world. Because of this, you are able to drive everywhere in the Netherlands by car. And since Eindhoven is only an hour drive away from Rotterdam, shipping **bulk goods** over sea and **transit** them to cars is another easy way to transport goods to Eindhoven.

And finally the last mean of transporting goods is by air freight at Eindhoven airport. So, Eindhoven offers you enough opportunities of transport to and from their **hinterland**



### Mobility in and around Eindhoven.

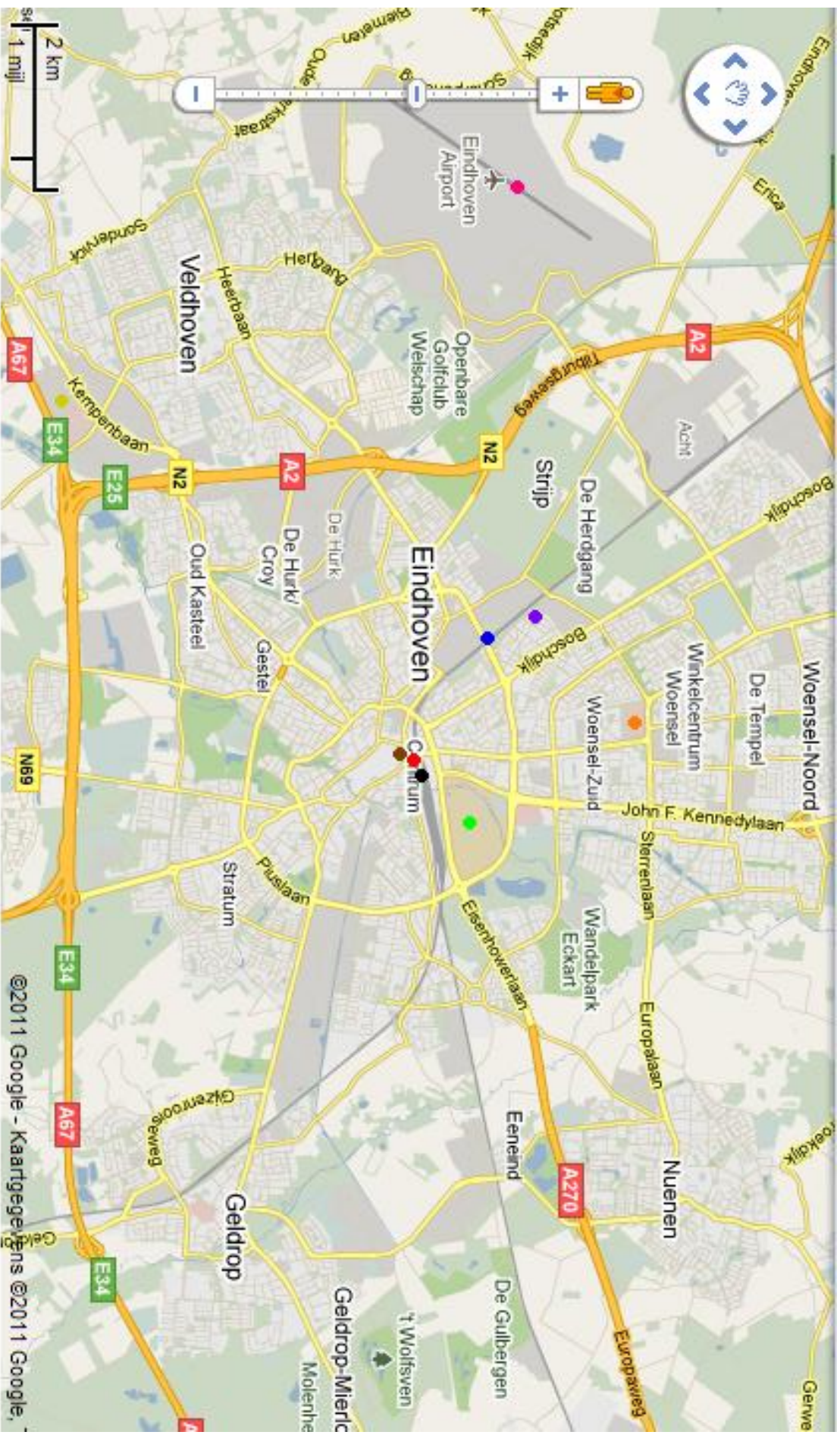
The mobility of Eindhoven will always keep on **developing**. This is not only about more roads and better public transport, but also for example better use of roads, encouraging the use of bicycles, promoting water freight transport and road safety.

The proper functioning of Brainport Eindhoven is of **national economical** importance. **Accessibility** is an important priority here. There are many projects to ensure that an internationally competitive knowledge economy such as Brainport have the highest quality of accessibility.

Good **public transport** is one of the means to maintain the access of a city. Besides the public transport in **urban areas**, is it also a social function in **rural areas**. That's important, because good connections are important for the livability of local communities.



The public transportation of Eindhoven includes 25 city bus lines, which also serve neighbouring cities like Veldhoven, Geldrop and Nuenen, and some 30 regional and rushour lines. More information about departure times of the public transport can be found at <http://www.oveindhoven.nl/>.



Brainport

ASML

Catherina hospital

WvV

Tu/e

Philips

Train & Bus station

Train station Beukenlaan

Eindhoven Airport